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Dealers Hopeful That Senate Will Concur In House Action to Restore Prewar Margins

Sparks

What are you doing to promote the Police Safety Check starting May 15?

* * *

General Motors now has 176,227 hourly-rated production workers compared with about 175,000 when the strike started Nov. 21.

* * *

Cars with wider seats should be very popular in countries other than the U. S. Throughout the rest of the world there are 139 persons for each auto. In this nation, there is a car for every four persons, according to the latest figures.

* * *

Shuffling

Shuffle board is a popular game in Washington. An official finds himself on one board and then another. The shuffling process certainly turns up some "cards" on the official scene.

* * *

Leftist at Play

At an opening ball game in Washington a few years ago, Henry Wallace, then vice-president, winged the ball into left field. It being Henry, naturally it would be "left" field.

* * *

Retraction Later?

Income payments to individuals in February totaled $12,106 millions, 5 percent less than the same month a year ago, the U. S. Department of Commerce announced last week. The decline is attributed to contraction in factory payrolls because of work stoppages and the reduction in pay resulting from demobilization.

* * *

U. C. Price Cut?

OPA admits that it is studying used car prices as affected by MPR-540, but is said not to be planning any immediate action. There are rumors of drastic cuts. NADA strongly stresses this warning:

"However, since the matter is being considered, it is our feeling that anything can happen, and we would caution dealers not to accumulate any large inventory of late model, higher-priced used cars. Rumors have persisted that the price agency will make a drastic cut.

Production Hits New High But Outlook Dims

51,024 Cars, Trucks Assembled in Week, Half of 1941 Total

By Mel Humphrey
Associate Editor

DETROIT.—Producing an estimated 51,024 cars and trucks in U. S. plants only, the auto industry last week snapped out of a downward trend to tally the largest weekly output since the end of World War II, but there were forebodings for the future.

The new high represented a gain of 7,944 vehicles over the revised total of 43,080 for the week ending Apr. 13.

Despite the boost in production, the weekly total was still more than 50,000 units short of the prewar rate when the industry totaled 102,552 in the week ending Apr. 19, 1941.

Chrysler Corp. assembly lines rolled to first place in production honors last week, hitting an estimated 15,668 vehicles, while General Motors divisions came in second with a total of 14,336.

Ford, forced to a four-day week as a result of mounting steel shortages aggravated by the soft-coal strike and tieups in 36 parts supplier plants, was third high in output last week, totaling an estimated 13,628 units. The margin between Chrysler and Ford, however, was only 2,040 units.

All Ford assembly lines, with the exception of Lincoln, closed for an indefinite period due to a lack of crankshafts and cylinder blocks, are scheduled to resume operations today, Apr. 22.

The postwar record production is attributed to the gaining momentum at Chrysler and GM, along with the reopening of Packard.

Meanwhile, the Midland Steel strike continues to prevent production at Willys and Hudson. Little hope was given for resuming of output at either plant this week.

(See OUTPUT, Page 46, Col. 5)

ACCENTING present day new-car distribution problems, Bernie Leven, San Francisco De Soto-Plymouth dealer, displays part of a single car received in a rationing show held in San Francisco at James F. Waters, Inc., Northern California distributor. Leven won the left rear door in this unusual event. Anyway, the stunt got lots of publicity. See story on page 8.

New Packard Prices Rise $171 to $307

WASHINGTON.—Retail price ceilings for the new Packards, applying to cars built before the recent wage increase, were announced last week by OPA. The new listings are from $171 to $307 higher than 1942 prices.

This action will "facilitate the release to customers" of Packards now being held by dealers, an OPA official said. The new retail ceilings, exclusive of excise taxes, transportation, preparation and handling charges, compare with 1942 figures as follows:

Packard Six—Club sedan, $1,366 for the 1946 model and $1,189 in 1942; four-door sedan, $1,408 and $1,222; taxicab, partition type, $1,703; taxicab, sedan type, $1,599. OPA did not list 1942 prices for the two taxicab models.

Packard Eight—Club sedan, $1,-

(See PACKARD, Page 46, Col. 1)

OPA's Defense Riddled by NADA Facts

WASHINGTON. — OPA's new defense of its position in slashing dealer discounts was discredited last week by William H. Mallon, president of NADA.

Wm. L. Mallon

The face is new but the so-called "facts" are the old phony ones, Mallon pointed out in reply to OPA Chief Paul Porter's open letter to the House Banking and Currency committee with reference to the Crawford amendment to restore discounts to prewar level.

Mallon asserted that, while the new administrator might have the best of intentions, he was bound by the inadequacies of the holdover statisticians and chart makers who under Chester Bowles "so long had misrepresented the dealer situation to the public."

"Many of these inaccuracies and unsupported statements," Mallon said, "such as the ones designed to leave the impression that the trade is earning twice as much as it was when it had a full supply of new cars, were exposed last November at hearings before the House Small Business committee.

"However, the same fictions have been repeated in connection with the OPA bill and issued over Mr. Porter's signature. It becomes necessary, therefore, to state the facts anew."

Mallon then pointed out that one-fourth of the automobile dealers of the nation were forced out of business between 1941-46 due to lack of new cars, a black market in used cars caused by OPA orders and their normal supply sales were greatly curtailed by gas and tire rationing. Other dealers who remained in business suffered great reverses, he said.

"During the last seven months OPA cost absorption orders have cut normal dealers' profit by one-third," Mallon asserted.

"One of the largest cuts taken out of the dealers was for 2 percent imposed by OPA for the announced purpose of paying factory wage increases won by CIO strikers.

"OPA repeatedly has insisted that its studies show dealers are making unprecedented profits. Pinned down first before the House Small Business committee and

(Continued on Page 43, Col. 1)

Protection Clause Passed Intact in Angry Session

Truman May Be Forced To Sign Measure If Delay Is Extended

By William Ullman
Washington Correspondent

WASHINGTON.—Whether or not the motor car dealers of the United States will continue to suffer a deep cut in their meager sales profits is now up to the U. S. Senate.

The House of Representatives voted overwhelmingly in their favor last week. If the Senate goes along with the House there is, of course, a possible, and quite probable, presidential veto of the whole works to be overcome.

Much of what happens between now and the date the President must act in the matter—that is, what the Senate will do, what the Senate-House conferees will do and what the President will do—unquestionably will spring from and revolve about public reaction to the House's action last week.

If the President doesn't like it, Congress will have it all to do over again. If delayed until a date so close to June 30 that Congress cannot produce something more satisfactory to the Administration, the President will have to sign what there is or let OPA expire for want of new legislation.

That is the outlook at the moment.

No one can predict with any degree of assurance just what the Senate will do. The feeling prevails here that the Senate will modify to a considerable extent the House action. Those on the winning side against OPA say that the overwhelming House sentiment opposed to the price agency will influence the Senate and that, no matter what the Senate may want to do, its conferees would be helpless in conference with the House presentatives.

Those on the other side point out that the public is yet to be heard from and are offering odds that the mass of the American people with the vote will back OPA.

And to be coldly analytical in sizing up the situation, one must not forget that the House conferees will be comprised mainly of Administration supporters.

Meanwhile, a notable victory must be chalked up for the nation's automobile dealers. They

(Continued on Page 46, Col. 1)

Coal Strike Begins to Hamper Auto Output

By Mac Gordon
Staff Writer

DETROIT. — Dwindling supplies of coal forced most major steel manufacturers to go on a hand-to-mouth basis over the week-end as the auto industry felt the first direct effects of the three-week-old strike of 400,000 AFL miners.

With government officials confessing failure to effect a resumption of negotiations between John L. Lewis and the soft coal operators, the prospect of further inroads into auto and truck assembly was mounting steadily.

Ford on Thursday was again compelled to cease production for lack of steel and component parts. All plants except Lincoln are scheduled to reopen today (Apr. 22), but company executives made it plain that further shutdowns are in store if the coal strike and materials shortages continue.

The UAW-CIO, meanwhile served notice that it was not content with the wage raises recently granted by the motor vehicle makers.

Walter P. Reuther, union president, declared at a meeting of the International Executive board in Chicago that if the rise in prices remains unchecked, the UAW will make new wage demands before the present contracts expire.

Thus, just when it appeared that the industry was finally on the road to full production, labor and supply headaches have combined to put off once again the long-delayed day.

Of the total of 36 supplier plant strikes, the major one affecting vehicle assembly was still at the Midland Steel Products plant in Cleveland. This strike has halted the flow of frames and axle housings to Hudson and Willys and completely shut off auto and Jeep assembly.

The Midland walkout, which is

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Burke Also Quits Tucker

DETROIT.—News last week that Joe Burke, former truck sales-manager of Dodge, has resigned as sales manager of the Tucker Corp. (Tucker Torpedo), recalls that he is the second former automotive executive identified with Tucker to leave the company in recent weeks.

Eugene L. Reason, who was recently announced as vice-president in charge of purchases for the Tucker Corp., two weeks ago was appointed consultant to Fred Lord, Kaiser-Frazer Corp. director of purchases.

Dewey Signs Bill . . .

N.Y. Dealers Win Fight For Responsibility Act

ALBANY, N. Y.—Gov. Dewey has approved the Rapp-Anderson bill providing for compulsory registration of all persons engaged in the business of buying and selling motor vehicles. The new law will become effective July 1, 1946.

Under the terms of the law, which has been urged by the 1,537 members of the New York State Dealers Assn., no person is allowed to engage in the business as an automobile dealer unless he has been granted a certificate of registration. The legislation will not affect during 1946 those dealers who have previously registered on a voluntary basis, and no re-registration is required.

C. E. Fribley

The annual registration fee is $15, and the $5 fee for each set of plates remains the same with half rates for both after July 1.

Carl E. Fribley, president of the dealer organization, complimented Gov. Dewey on signing the bill and said that all dealers throughout the state would support the state in carrying out the provisions of the act.

He predicted that the legislation would aid greatly in bringing about a decrease in motor vehicle accidents, by placing greater responsibility on the sale of used cars, and would also offer a greater measure of protection to the public in the purchase of automobiles.

The new statute is the product of four years' work and study by the state dealers' association under the guidance of C. D. Henderson, executive vice-president and manager.

"All dealers will now be forced to comply with the same rules and regulations and be subject to equal responsibilities," Fribley added. "Violations and failure to comply with reasonable standards and regulations set up by the motor vehicle commissioner would subject the registrant to suspension or revocation of his registration, thus prohibiting him from continuing in business."

He said the legislation would tend to keep dealers from engaging in fraudulent and black market practices because of the threat of losing their registration. He said it would also restrict fly-by-night and curbstone dealers, since any dealer not having a designated location and facilities for displaying motor vehicles may be denied registration.

The dealers through their state association have waged a continuous fight for this type of legislation.

Registrations may be refused, suspended, revoked or not renewed if the applicant or registrant:

1. Has made a material false statement in his application.
2. Has used, or permitted the use of number plates, contrary to law.
3. Has been guilty of fraud or fraudulent practices.
4. Has practiced dishonest or misleading advertising.
5. Has failed to comply with any rules or regulations of the commissioner for the enforcement of this act.
6. Does not have a place of business within the meaning of this act. "Dealer" is defined by the statute as a person engaged in the business of buying or selling or dealing in motor vehicles and motorcycles at retail.

"Person" is described as an individual, firm, corporation, co-partnership, joint venture, joint adventurers or association, and the plural as well as the singular number.

"Place of Business" means a designated location and facilities for displaying new or used motor vehicles.

Automatic Drive Designed for Ford Cars

ST. LOUIS.—A gear pre-selective device, which will give Ford cars semiautomatic gear-shifting action, has recently been designed and will soon be on the market as an accessory item, according to Glenn T. Randol, inventor.

All that is necessary to do to make the standard Ford transmission automatic in the two high gears is to remove the standard transmission cover plate and substitute the new device, Randol says. This new Pre-selector Torque Drive unit is to be merchandised as a "Package Unit."

The device allows low and reverse gears to be selected manually, but controls the shifting into second and high through automatic operation. The driver merely shifts the steering column mounted control lever into low gear when the car is first started and, after the car is in motion, shifts the selector lever into the driving position.

No change is made in the standard Ford clutch or transmission other than the substitution of the Pre-selector Torque Drive cover plate with its mechanisms. The manual gears in the low and reverse range can always be operated manually, as in the operation of the standard Ford transmission.

The pre-selector principle featured in this new device is covered by numerous patents and pending applications in the name of its inventor, Glenn T. Randol. He has installed and tested transmission shifting mechanisms embodying this principle over a period of years, it is claimed.

IN ADVANCE of the production of new postwar automobiles, Studebaker has released photographs taken at the University of Michigan and showing a quarter-sized car model undergoing wind-tunnel tests. The miniature is one of a number built by the company in its development of a new car design soon to be introduced.

Preview of Auto Jubilee . . .

PICTURED ABOVE at the National Press Preview for the Automotive Industry Golden Jubilee celebration (May 29-June 9) last week are: left to right, in the 1902 Rambler (Nash), George Mason, president, Nash-Kelvinator, and B. E. Hutchinson, Chrysler Corp.; in the 1903 Cadillac Runabout, C. E. Wilson, president, General Motors, and K. T. Keller, president, Chrysler Corp; in the 1903 curved dash Oldsmobile, Lt. Gen. William S. Knudsen, chairman, National Automotive Golden Jubilee committee, and Albert Bradley, General Motors Corp.; in the 1899 Packard, Alvan Macauley, chairman of Packard, and Robert Black, president, White Motor Truck Co.

AS ANTIQUE CARS, which will parade in the Auto Golden Jubilee celebration, passed along a road in Franklin Village, near Detroit, last week during a newsreel preview. Leader of the group is an 1899 Packard, followed in order by cars of later vintage.

U.S Indicts 31 Individuals In Used-Car Black Market

By Bob Finlay
Managing Editor

DETROIT.—Acting on information from OPA, the federal grand jury here returned indictments Friday against 31 persons it charged with being members of a used-car black market ring that reached into eight states.

The 31 are charged with conspiracy to violate OPA ceiling regulations.

OPA pointed out that no legitimate new-car dealers were involved, and that the investigation had been started at the urging of legitimate dealers.

However, OPA failed to mention that dealers had been complaining for two years, and that OPA is, in effect, locking the garage after the cars are gone.

Some 5,000 good used cars were channelled out of Detroit, depriving legitimate dealers here of business. The operations involved $3,000,000 in excess of ceiling prices.

OPA said that two small towns, Cairo, Ill., and Murray, Ky., were the focal points of the black market ring, whose operations extended back to November, 1944.

OPA said that in other cities, notably Washington, Indianapolis and Cincinnati, the middleman is eliminated and that "warranty" dealers go themselves to these cities and buy up cars at over-ceiling prices.

These practices are under investigation, OPA said.

In the Detroit case, OPA charged that after the cars were purchased from individuals in Detroit on Tuesday, Wednesday and Thursday, they were driven to Cairo and Murray on Thursday night and Friday. They were prepared for sale on Saturday and sold Sunday or Monday to dealers from Texas, Arkansas, Mississippi, Tennessee, Louisiana, Kentucky and Illinois.

Joseph C. Murphy, U. S. assistant attorney, handled the presentation to the federal grand jury.

Those named in the indictments were:

Ben Fishel, John C. Farmer, John W. Farmer, James Lassiter, Noble E. Lovins, William F. Fitts, Floyd McGage, Leon Collie, Robert T. Lawrence, Thomas C. Doran, Cross Spann jr., Clebourne Adama, Keith Kennedy, David Morgan, Charles Roberts, B. H. Brown, Mason Thomas, Rudolph Futrell, Noble Dick, Hoyt McClure, John L. Parker, Aubrey Hatcher, all of Murray; Clifton B. Garrison, Almo, Ky.; Jack Sellers, Detroit; John D. Lovins and John C. A. Nelson, Paducah; Henton Farley and Gordon Ivey, Benton, Ky.; Fred Wyatt, Mayfield, Ky.; Edd West, Poplar Bluff, Mo.; John L. Robertson, Detroit.

Dealers Start Libel Suit Against OPA Chief

PORTLAND, Ore. — Three Portland used car dealers last week filed libel suits totaling $200,000 against Charles Kaufman, district OPA enforcement chief, accusing him of distributing defamatory news statements.

The plaintiffs, J. Paul George, Hawkeye Motors, Inc., and Harold J. Fleck, charged that accounts given out in connection with filing of OPA suits wrongfully accuse them of price evasions.

Golden Jubilee Adds May 29 to Festive Period

By George B. Deery
Staff Writer

DETROIT. — An opportunity to highlight an international feature to the Automotive Golden Jubilee will be given in the addition of an extra day, May 29, to the celebration here. Details are being completed now, George Romney, managing director, AMA, announced last week.

Nationwide interest in the affair was indicated in the presence of photographers from four of the leading newsreel producers and over 50 photographers for publications throughout the country to "shoot" the old model cars and trucks which will be in the parade emphasizing automotive progress. After the procession, the vehicles will be on display at Convention Hall here through June 9. The parade is scheduled for Saturday afternoon, June 1, at noon.

It will be preceded by a reenactment of the running of the first Ford car on the streets in Detroit, Charles B. King's first car, and other historic models. The parade will follow Woodward Ave. from the Detroit river to Grand Blvd. After an historical pageant in the afternoon, a street festival of the Mardi Gras type will be held in downtown Detroit. Sunday will be devoted to religious aspects of the program.

"A Tribute to the Pioneers" banquet will be held in the Masonic Temple on the evening of May 31. It is expected that 1,200 leaders of the industry will attend. After the banquet, awards to outstanding pioneers will be made in a radio program, broadcast from the temple.

Powel Crosley jr., president, Crosley Motors, Cincinnati, has been appointed to the executive committee of the Jubilee, Lt. Gen. William S. Knudsen announced last week.

Columbia Dealers Elect Barry

COLUMBIA, S. C.—S. C. Barry, Hampton Motors (Dodge - Plymouth) was elected president of Columbia Automobile Dealers Assn., last week. Other officers are L. R. Scroggins, Byrd's Used Cars, vice-president; Burke Hood, Hood Motor Co., treasurer.

NORVELL S. ROSE (right), Baton Rouge, La., being congratulated upon his election as chairman of Fisk Distributor Advisory council at meeting in Chicago. Extending best wishes are J. Chester Ray (left), sales manager of Fisk Tire division, United States Rubber Co., and Claude C. Mason jr. (center), Atlanta, Ga., retiring chairman. The spectator is the familiar Fisk "Time to Re-tire" boy.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of *Automotive News*, Detroit, and the writer's name will be kept in confidence if requested.

SEVERAL weeks ago I mentioned in this column that the dealers ought to be recognized adequately in the jubilee industry celebration to be held in Detroit this year.

Come to think about it, perhaps 50 years ago there were no dealers. At that time Charles E. Duryea, Elmer and Edgar Apperson, Elwood G. Hayes, as well as Henry Ford, had built their first vehicles. Stanley Steamers were also available. It wasn't until 1897, 49 years ago, that the Oldsmobile Motor Works was organized and the Winton and Pope-Hartford made their appearances.

When I entered this business in 1909 there were plenty of automobile dealers. I was with a factory that was then building dealer outlets. At that time it was difficult for us to tell whether the applications were from people interested in getting a car wholesale or in selling them.

* * *

Many from Ranks Of Farm Sons

FIFTY years ago automobiles were still in the experimental stage. In fact, 10 years later, or in 1906, annual production was only 33,500, surely not enough cars to keep many dealers alive. That volume included the famous curved-dash Oldsmobile and the Ford Model T. In fact, it was a year later, 1907, that Ford had made a million dollar profit. In 1908 General Motors was incorporated and Ford was the first car to popularize the lefthand drive.

I always thought that the first car to be sold at retail was by Alexander Winton on Apr. 1, 1898. That, however, wasn't a dealer sale. Instead it was sold direct by the factory to an individual, as I assume were most cars during that period. It is on record, for the same year, that William E. Metzger, afterwards a partner in the E.M.F., established an independent dealership.

Many of the early dealers were recruited from the ranks of sons of hopeful farmers. Many farm implement dealers added automobiles to their line. Blacksmiths, cycle repair shops and livery stables were another source of dealers. Some of the names of present dealers reflect their early beginnings. Some present dealer firm names have the word cycle, implement, hardware or machine shop incorporated in their names.

* * *

As Many Makers As Dealers

BACK in those early years there must have been almost as many manufacturers as dealers, for in the year 1902 the National Assn. of Automobile Manufacturers proudly announced 112 members.

The first national automobile show was held in New York in 1900. The first trade paper appeared during that year. New York state, in 1901, was the first to license automobiles and therefore added almost a thousand dollars for its treasury. In 1904, the Ford Motor Co. set up its first retail branch out on Jefferson Ave. in Detroit. The first recorded advertisement of a stolen car was in St. Louis in 1905.

Back in those first 10 years, and even later, cars were run from dry cells. There were no storage batteries, magnetos or generators. Oil lights were standard, which were later replaced by acetylene lamps. Still later, Prest-O-Lite was offered as an extra.

Cars before 1906 had no windshields, tops or bumpers. In these early years there were as many electric and steam as there were gasoline cars. The manufacturers of gasoline cars were still very experimental. Manufacturers had not decided on two or four-cycle type of engine. Planetary, friction and chains competed with gear type transmissions. One and two cylinders, instead of six or eight, were the vogue.

Some oldtime dealers still remember the early makes of cars. In addition to those produced 50 years ago: Duryea, Haynes, King, Apperson, Ford and Oldsmobile. Winton and Pope-Hartford started in 1897 and in 1898, Columbia Electric and Jackson were added to the list. The cars that reached any volume production, and entered the field in the first 10 years, besides those already mentioned, were: Stanley Steamer, Auburn, Carter, Jeffery, Locomobile, Ohio Electric, Peerless, Rambler, Stearns, White Steamer, Elmore, Lozier, Packard, Pierce-Arrow, Pope-Toledo, Franklin, Garford, Studebaker Electric, Thomas, Buick, Cadillac, Mitchell, Overland, Maxwell, Marion, Reo, Welsh, Molin, Moon and Pontiac.

* * *

Listing Dealers Among Pioneers

DURING this jubilee celebration this column would like to list dealers in America that have been in business 25 years or more. Won't you help by sending information, addressed to me, in care of AUTOMOTIVE NEWS. First I want to mention in this column some of the older dealers on record, as well as some who started later and have continued ever since.

Perhaps the first honor goes to John Van Benschoten, of Poughkeepsie, N. Y., who has been in business since 1891 and started selling Mobile Steamers in 1902. Second place goes to William L. Hughson of San Francisco, who started selling Fords in January, 1903. The father of Ray and Al Allen, who are now Buick distributors at Cedar Rapids, started selling Oldsmobiles in Elkader, Ia., in 1903. He took on the Buick line in 1908 and has sold it ever since. T. A. Bryson of Savannah, Ga., sold Locomobile, Toledo Steamers and Oldsmobile in 1903. Peter T. Ranere of Hammonton, N. J., sold Fords and the first Overlands in 1903. Allen B. Laing of Plainfield, N. J., started with the Cadillac in 1904. A. H. Jones of Hastings, Neb., started to sell Oldsmobile in 1905. Harry H. Brown of New Haven, Conn., started in 1905 selling Locomobiles and the Orient Buckboard.

Earle C. Anthony started as a dealer in Los Angeles on Washington's birthday in 1905. R. C. Greenlease of Kansas City, in 1905 with the Thomas Flyer. D. R. Noonan of Paris, Ill., in 1905 with the Maxwell. B. F. Gridley of Wichita, Kans., sold Molines in

(Continued on Page 38, Col. 5)

Just Among Dealers

F. H. SCHIERBROCK (Chrysler-Plymouth), Davenport, Ia., born Nov. 7, 1899, in Neola, Ia. In 1918, he entered the field taking the place of his brother, then in the Army, managing a Ford dealership in the town of his birth. He started for himself in 1925 with Chevrolet in North Platte, Neb. Two years later he became Willys-Overland distributor at Waterloo, Ia. He moved to Davenport in 1933, taking on his present line.

Schierbrock was president of the Iowa Automobile Dealers Assn. in 1945. He is a past president of Scott County Dealers Assn. During war time he was executive vice-president of Davenport Community Chest and chairman of Scott County National War Fund and Community Chest drives.

* * *

RALPH JONES (Ford), Gaylord,

(Continued on Page 42, Col. 1)

Dealers in the News

E. G. FitzHenry

LIKE most dealers, NADA's new treasurer, E. G. FitzHenry, entered the automobile business as a salesman. That was back in 1916, and he still retains a vigorous selling spirit.

FitzHenry

This year, he believes, is the one to build a strong, aggressive sales and service organization.

"The way the dealers handle their old and new customers in 1946 and 1947 will be," he says, "the answer to their selling and service problems in the strong competition that will prevail in 1948 and thereafter."

FitzHenry's duties with NADA involve a good deal of time in Washington, away from his Chevrolet dealership in Worcester, Mass. From his contacts in Washington, he is convinced that very few persons in government appreciate the importance of automobile transportation.

"THEY fail to realize," he says, "that the dealer is the key man who makes it possible to maintain and operate the entire individual and mass transportation of people, food, fuel and materials—both in war and in peace.

"The dealers of America should be justly proud of what they, and they alone, have done, are doing and will continue to do despite a multitude of handicaps, regulations and what not."

A strong association man instrumental in forming the Massachusetts State Automobile Dealers Assn. of which he was president for the first three years, FitzHenry also cites the outstanding work done by local, state and national dealer associations during the last few years.

AFTER becoming an auto salesman in 1916, FitzHenry enlisted in 1917 and went overseas in 1918 with the Northern Bombing group. Returning in 1919, he joined the Cadillac Automobile Co. of Boston. After successive promotions, he took over in 1928 the distribution of Cadillac for Worcester County and in 1932 became Chevrolet dealer for the city of Worcester.

He is keenly interested in sports, having participated in athletics in his younger days. A past president of the Worcester dealers association, he has been a director of NADA and a member of the executive committee in 1943, 1945 and 1946. He is regional chairman of the Atlantic region of the Chevrolet National Emergency committee. In addition, he is president-elect of the Worcester Rotary club, a member of the Worcester Chamber of Commerce and a director of several corporations.

CATA Members Get Data On Vet Job Training

CHICAGO. — Formally launching its on-the-job apprentice training program for discharged war veterans, the Chicago Automobile Trade Assn. has just placed a comprehensive booklet in the hands of all of its members. It outlines in detail the work called for during each six-month period of training in four specialities, including body and fender repair, painting, automobile mechanic, and general office work.

Each member of the CATA has been certified by Vernon L. Nickell, Illinois superintendent of public instruction, to conduct the courses.

Veterans are required to present to the dealer-employer a letter of approval obtained from the Veterans' administration.

Upon hiring a discharged service man or woman, the dealer in turn must notify the Veterans' administration, giving the name of the employe and the particular CATA course being taken. The next step is for a representative of that agency to call on the dealer and draw up the agreement for on-the-job training.

In addition to explaining the necessary wage certificates and work record blanks, his mission is to leave these forms with the dealer to be sent in each month, so that the veteran will receive the amount of compensation paid by the government.

Edward L. Cleary, general manager of CATA, said that "we have on file a number of applications from veterans, who are anxious to take automotive training courses."

The introduction to the manual outlining the work covered in each period of training for the various specialties states:

"It is the object of the course to provide the veteran with sufficient training and experience within a six-month to four-year period to qualify him or her as a journeyman mechanic or car biller. . . .

"It is intended that the training period shall be divided into periods of six months each, with an increasing number of hours spent in successive period in work of a character required in the trade for which the training is being given.

"In those six-months periods in which less than 40 to 44 hours per week are devoted by the veteran to the performance of work within the trade for which he or she is being trained, it is intended that the employer shall be free to assign the veteran to other work within the establishment, so that the total time of 40 hours each week, or more, will be spent in training and in other employment."

Holder Named Head of OPA's Car Pricing

WASHINGTON. — Frederick C. Holder, Lockport, N. Y., last week was appointed director of OPA's industrial materials and manufacturing division.

Holder joined OPA in September, 1942, as a member of the non-ferrous metals branch. The division, of which he now is director, handles the pricing of automobiles, rubber, chemicals, drugs, machinery, metals and paper.

Before joining OPA, he spent nine years with General Motors at Lockport in various capacities. At the time he left GM he was employment manager of Harrison Radiator.

Holder replaces John S. Clement. Clement has returned to his position in private industry as president of the Sandura Co., Inc., Philadelphia.

N. C. Convention Due to Draw 600

PINEHURST, N. C. — Approximately 600 automobile dealers and their wives are expected to attend the eleventh annual convention of North Carolina Automobile Dealers' Assn. here May 12-14. It will be the first meeting held by the association since 1944. On the arrangements committee are Chairman Leon Seymour, R. C. Zimmerman and R. S. Gwyn, of Aberdeen, and T. L. Black and I. C. Sledge, of Pinehurst.

The convention will open Sunday, May 12, with a supper at which the principal speaker will be Henry G. Weaver, Detroit, director of General Motors consumer research.

NADA Warns Dealers About Wage Cuts

WASHINGTON. — Executive orders and Wage Stabilization board regulations have not changed the provisions that employers may not decrease wages or salaries of employes without approval, NADA stated last week.

"These regulations prohibiting decreases have created troublesome problems for dealers in connection with the reemployment of salesmen," NADA said. "We have been informed that applications for a change in the method of compensation for salesmen from a straight commission basis to a salary and commission, for example, have been denied because that might constitute a decrease."

In the present situation, it adds, "WSB cannot approve a change in the method of compensation if it might result in a decrease in rate below that paid during the period Jan. 1 to Sept. 15, 1942.

"Therefore, those dealers who were in business during that period have been having considerable difficulty and are in the position of either not being able to hire salesmen, or of running the risk of violations if they adopt a new method of payment."

Indications are that some provision will be made soon to permit dealers to set up new methods of compensation for salesmen, it states.

Whelchel Assumes Tenn. Dealer Post

NASHVILLE.—One of the first activities of David P. Whelchel, new executive vice-president of Tennessee Automotive Assn., will be the supervision of six regional programs, Ralph Nicholson, president, announced last week.

D. P. Whelchel

Whelchel was formerly with the Ford branch in Atlanta. He was selected by the company for special duty in the Navy and was discharged as a full commander recently. He was an infantry officer in World War I. He assumed his new office last week.

Hartford Dealers Elect Johnson

HARTFORD, Conn. — James R. Johnson was elected president of Hartford Automobile Dealers Assn. last week. He is president of Johnson Auto Co. (Hudson). Other officers elected are Robert Pringle, Weatogue Garage, Simsbury, vice-president; Albert Hine jr. A. C. Hine Co. (Pontiac), secretary-treasurer; W. C. Hart, W. Hart Buick Co., assistant secretary.

Jesse S. Blumenthal, Universal Motors (Studebaker), was elected to the board. Also elected to the board were Stewart Bristol, Bristol Garage, Collinsville, and Stanley L. Dennett, Dennett & Popp, Inc. (Dodge-Plymouth). The association now has 25 members.

OPA Error

Warning on Overdrive Given by NADA

WASHINGTON. — NADA last week called to dealers' attention that certain local branches of OPA have recently cited dealers for overcharge on the 1938 Chrysler overdrives. The original order MPR-540 lists this item at $4.40.

The price should be listed at $14.40, according to NADA, which explains that some time ago it pointed out the error to the price agency and was allowed to show the correct price in the Guide Service. The price is given correctly in the Green section of the Used Car Guide, page 21.

Recently a dealer appeared before OPA and was ordered to pay the government $9.60 to cover the OPA claim of overcharge.

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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AUTOMOTIVE DEALER MAKER NEWS

WE STAND FOR:

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories. ¶ 2. A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck. ¶ 3. Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways. ¶ 4. The elimination of governmental and bureaucratic controls over this industry. ¶ 5. A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.

Read the Contract

THE Automobile Driver's and Demonstrator's union, an offspring of the AFL Teamsters union, is attempting to "fast-talk" dealers in Michigan into signing a contract to unionize auto salesmen.

At least, that's what the contract appears to be at face value.

Actually, however, there are clauses in the contract that give the union a partner's voice in running the business. After a careful reading of the contract, we are convinced that the union is seeking not only a share in big dealerships, which hire several salesmen, but also in small operations where the owners handle all sales.

The union's approach is deceiving. A representative puts the contract on the desk of the dealer, tells him to sign up.

"You get something, we get something," the union man says. "Sign."

We believe that the dealer gets nothing, gives everything.

DON'T SIGN. Study the contract carefully, and consult your dealer association.

Even under the present unbalanced labor laws, you are under no compulsion to sign away your business.

While the present drive is confined to Michigan, the union has big ideas of spreading wherever the teamsters are strong.

OPA Convicts Self

DEALERS have long charged that OPA put them out of the used-car business by ceiling regulations.

If any more proof were needed of that charge, it can well be found in OPA's statement on the indictment of 31 in the black-market ring centering in Detroit.

OPA admits that the black market has operated in Detroit and seven other states for nearly two years, that it drained perhaps 5,000 good used cars out of Detroit.

In addition, OPA also says that it has found black market operators draining used cars out of Washington, Indianapolis and Cincinnati.

In its background information on the case, OPA says:

"With cars so easy to buy and easier to sell, the (black market) dealers soon became affluent."

OPA says further, in citing specific cases, that black-market operators even brought one man out of church to buy his car at an over-ceiling price.

OPA apparently fails to realize that its very words CONVICT OPA OF TAKING BUSINESS OUT OF THE HANDS OF HONEST DEALERS.

When OPA insists on regulations it cannot enforce, and thus cripples the business of honest merchants, is it any wonder that the administration of OPA is under such determined attack?

--a word in EDGEWISE

by George M. Slocum

Whenever I ride the Pennsylvania Turnpike, as I did last week, I keep humming, "this is worth waiting for." A drive for a thousand miles or more over the good roads of the Carolinas and Virginia is well worth talking about but when you pass the gate near Harrisburg driving west and know you can sail along 70 miles an hour without a single intersection or traffic light and without glancing even once in your hind-view mirror, it makes you glad you have lived long enough to see a "highway of the future" in actual operation.

WE RIDE THE TURNPIKE AGAIN

* * *

When last I wrote about the Pennsylvania Turnpike in this column, a couple of years ago, I was lightly slapped on the wrist by one of the auto club officials for giving aid and comfort to a "toll road." At that time I said that I thought I represented 90 percent of our 30 million car owners who would be glad to pay the small fee of less than 1-cent-a-mile to drive a similar highway from New York to California. Even now, I understand, several clubs still do not route their members over this highway for the reason that it is a toll road, which, in my opinion, is a serious injustice to their membership who may not know of its advantages in crossing the hazardous Alleghenies. I cannot believe the average American motorist would object to paying such a nominal fee which, by the way, covers any number of passengers in the same vehicle. The actual savings in fuel and wear and tear would, I wager, cover more than half of this extra cost.

* * *

This industry ought to lend every support within its power to encouraging the building of similar superhighways between the major cities of the United States, east, west, north and south. The cost of this highway, as you remember, was only $70,050,000 which figures out to $437,000 per mile and, of course, included tunnelling a total of 6.7 miles through the mountains. When you stop to compare this cost with that of a modern battleship, which is now well over the hundred million mark, the actual cost of super-highway construction ceases to appear so sinister. The battleship and a dozen like her might, for all we know, be destroyed by a single atomic bomb—the Pennsylvania Turnpike will be available for the convenience of Americans for generations to come! In a motorized nation like ours, the military significance of a highway such as this for the quick movement of war materials and personnel can hardly be appraised. Several hundred miles of similar highways known in Germany as "Auto-Bahns" were constructed in the years following the last war for this very purpose and were regarded strictly as military highways, although used for public convenience.

* * *

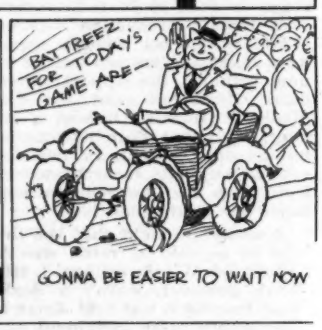
Here in the middle-west we feel that probably one of the most necessary highway projects is the already surveyed Detroit - Chicago Expressway (which, by the way, AUTOMOTIVE NEWS hopes may be named the "Henry Ford Turnpike," in recognition of the senior Ford's great contribution in putting the American people on wheels). Obviously, similar highways should be promoted between all important cities in our country which, linked together, would make a network of inestimable value to the economy of our country.

* * *

It would not seem improbable that in sections of the country where no mountains torment the route, highways might be built for less than half the cost in Pennsylvania. Even under present conditions, there is no shortage of cement, sand and crushed stone (which represent approximately 90 percent of the materials necessary). Steel of the type used in reinforcing will be in plentiful production, we believe, by the time these roads are under construction. I was surprised to learn that the Pennsylvania road was built in less than two years. The ground was broken on Oct. 27, 1938; the highway was opened to traffic on Oct. 1, 1940—an amazing display of American ingenuity and aggressiveness! During its building, a total of 16,500 men were employed, which illustrates what a series of similar projects in the United States would do in correcting future unemployment.—G.M.S.

OGGIE LOOKS at the AUTO NEWS

by Pete Wemhoff



Letterbox

'Any Clues? . . . . . '

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

Sears Model H

I have just purchased an old automobile with the hopes of restoring it to good running order. It is a Sears Model H, number 2869, sold by Sears & Roebuck between 1905-10.

Can you give me any information that would help me to restore the car to good operating condition, where I can get parts, etc?—DONALD SNYDER, New Springfield, O.

(EDITOR'S NOTE: AUTOMOTIVE NEWS *regrets it has no information on this car. Can any reader help out Reader Snyder?*)

Challenges Porter

Following is a telegram sent to Rep. Joseph P. O'Hara, Washington:

Reference H.R. 6042 and the Crawford Amendment analysis, our payroll shows increase from 8½ percent in 1941 to 15.8 percent 1945 and going higher, and I challenge Mr. Porter's quoted statement that our net profits are running double ordinary peacetime levels.

OPA has a place, but confidence in it has gone because of distorted untrue statements by OPA itself. What justification is there for protecting and increasing manufacturers' and union workers' and cutting dealer organizations down?

Does Mr. Porter and the housewives lobby realize the income taxes collected from our efforts leave us less net profit and help pay to keep OPA, NLRB in business and that workers,whose income out of business has increased 86 percent in four years, are not suffering from neglect? You have every reason to support the Crawford Amendment.—HERMAN W. MILLER, Miller Motors, Mankato, Minn.

Coming Events

APRIL

23-24—Lansing. Annual convention Michigan Automobile Dealers Assn.
24—New York (Hotel Roosevelt). Luncheon Meeting, Automobile Old Timers. George W. Mason, guest speaker.

MAY

12-14—Pinehurst, N. C. (Carolina Hotel). Annual meeting of North Carolina Automobile Dealers Assn.
22-24—Cleveland (Statler hotel). Annual meeting Assn. of Battery Manufacturers.

JUNE

2-7—French Lick, Ind. SAE Summer meeting.
3—Kansas City. Annual convention Missouri Automobile Dealers Assn.

AUGUST

22-24—Seattle (New Washington hotel). SAE National West Coast Transportation and Maintenance meeting.

SEPTEMBER

11-13—Milwaukee (Hotel Schroeder). SAE National Tractor meeting.

OCTOBER

3-5—Los Angeles (Biltmore hotel). SAE National Aeronautic Fall Meeting and Aircraft Engineering Display.
16-17—Chicago (Hotel Knickerbocker). SAE National Transportation and Maintenance meeting.

NOVEMBER

7-8—Tulsa, Okla. (Mayo hotel). SAE National Fuels and Lubricants meeting.

DECEMBER

2-4—Chicago (Edgewater Beach hotel). SAE National Air Transport Engineering meeting.

An ad that's a tip-off on tomorrow's cars! Did you read it in Life, Newsweek, Time, Collier's, and other magazines?

There's an ad that unquestionably only Studebaker could run

FOR a split second, you probably wondered what Studebaker meant by "the molecules of motoring" in the above advertisement.

Then, of course, you got it in a flash—a fast mental picture of the Studebaker Champion as it swung upon the scene with new ideas in engineering and construction—a car radically different from any the automobile industry ever knew.

You're 100% right, if you expect to see the Champion's advanced principles in many of the cars scheduled to succeed the present crop of 1946 models. How could anybody in the automobile business risk ignoring the formula that made the Champion make good?

In just weeks after it came out, the Champion set records in 'cross-continent tests and on the Indianapolis Speedway—it later topped its field in Gilmore Economy Run competition—scored decisively first for all-around low-cost operation in a year-long check of 11,539 fleet cars serving 50 big-name business firms—came through the war years with sensational gas and tire mileage—became and still remains one of the most sought after used cars.

So read that "molecules of motoring" ad of Studebaker's again, if you're really looking forward. There's plenty of meat and meaning there for all automobile dealers, not just for Studebaker dealers alone.

STUDEBAKER

South Bend 27, Indiana, U. S. A.

America's Friendliest Factory

Could Double Output . . .

Supply Failure Checks Chrysler Production

DETROIT.—Chrysler could produce cars at a much higher rate if it could get the materials, K. T. Keller, president, told the annual meeting of stockholders here last week.

K. T. Keller

He said the company's reconversion job was nearly complete.

"Our biggest problem is to get steel," he said. "Financial results of the first quarter are not available but we do know that daily shipments of passenger cars and trucks have reached a little less than half the capacity of our plants.

"After beginning civilian production, it took many weeks to get enough cars to make sample shipments to all the dealers. Since that was accomplished, we have not been able adequately to increase production because of the short supply to our plants of the numerous materials, parts and components which are required in steady flow for full quantity production.

"Shipments of new cars and trucks are running at the rate of 3,100 vehicles per day. The total of new passenger cars delivered to our 10,000 dealers so far is 102,000. Truck shipments total 68,000.

"This condition," he pointed out, "results from the restrictive effects upon the production and availability of materials, from raw materials to finished pieces or units, of the many strikes and other interferences which tend to bog things down.

"We began to make passenger automobiles about the middle of December, having estimated that it would take about four months from V-J Day to get back to civilian production. Now to reach that state was a prodigious job," he added.

Describing the size of the reconversion task, Keller stated that 7,975 government - owned machines had to be removed from the corporation plants; 11,165 were turned over to the government with the return of leased plants to the U. S.; 17,588 company - owned machines, which had been used for war work had to be rebuilt, retooled and set into position.

In order to make way for this machinery, 17 million square feet of company - owned floor space had to be put in order, three miles of spray booths and drying ovens had to be procured and installed and 1,100 miles of piping, electrical work, conveyors, etc., had to be made ready, he said.

In reply to inquiries from all over the country asking about the early delivery of new cars and trucks, Keller said, "We have suggested that the interested persons continue to contact their local dealers."

"Our policy with regard to distributing our new passenger cars and trucks has been very definite. After sampling all of our dealers with one new car each, we believe that the only proper basis on which to distribute the following limited production was on a carefully calculated plan for each dealer to get his fair share.

"We have had many suggestions with regard to making exceptions to this rule, but we believe that the plan we are following represents the only impartial method for everyone, and makes for the most orderly and regular distribution under the present difficult circumstances."

Bendix Perfects New Model for Hydrovac Line

SOUTH BEND.—A new model of the Bendix Hydrovac, vacuum-hydraulic power braking unit, was announced last week by Bendix Products divisions of Bendix Aviation.

Designated as Model C Hydrovac, the new design is available to the service field in six sizes suitable for vehicles ranging from light panel trucks to the largest tandem axle truck and tractor-trailer combinations.

With the new Hydrovac line, a series of installation kits is offered the service trade to facilitate ordering and installing the equipment. Through this plan, the Hydrovac and all parts necessary to install it on certain makes and models of vehicles together with complete and simplified instruction can be obtained in one package through Bendix B-K dealers.

Model C is the same in working principles as previous models, of which more than a million units were made by Bendix for military vehicles during the war.

The changes have been principally refinements of details and simplification resulting from this manufacturer's broad wartime production experience.

Ease of installation is emphasized by the manufacturer, which claims that any mechanic reasonably familiar with hydraulic brake work can do the job. It is pointed out that no external levers or links are needed, since the Hydrovac is hydraulically connected into the brake system.

Complete installation instructions are furnished, which include an exploded-view perspective drawing of a special type developed by Bendix, called an "Installograph." The Installograph shows the mechanic by pictures how the unit is to be mounted and where the hydraulic connections go.

Coal Strike Reduces Steel Rate to 77 Pct.

NEW YORK.—Owing to the coal strike, the operating rate of steel companies was 77.4 percent of capacity last week, compared with 78.3 percent the week before and 88.9 percent a month ago.

Last week's operating rate is equivalent to 1,364,100 tons of steel ingots and castings, according to the American Iron and Steel Institute.

Chevrolet Sends Staley to N. Y.

DETROIT.—K. E. Staley, manager of the national business management department of Chevrolet since January, 1945, has been appointed zone manager of the New York zone, which comprises Greater New York, Long Island and northern New Jersey.

K. E. Staley

Announcement of the appointment, which becomes effective immediately, was made last week by T. H. Keating, general sales manager of Chevrolet. Staley succeeds P. L. Schaeffer, zone manager since 1940, who has resigned to head a new Chevrolet dealership at Atlantic City, N. J.

PCA Merger Approved

WASHINGTON.—Stockholders of Pennsylvania-Central Airlines approved last week its merger with Northeast Airlines, PCA President C. Bedell Monro announced following a special meeting at the airline's general offices at the National airport. Stockholders of Northeast have also acted favorably.

Watson Motor Opens

Watson Motor Co. (Hudson) has opened for business at 230 E. Jackson St., Dublin, Ga. Henry E. Watson, formerly with Sparks Motor Co., is manager.

Parts Makers Banquet . . .

AT THE ANNUAL banquet of AAPM last week are (left to right) L. W. Klein, vice-president of Gabriel Co.; Frank Nealon, sales manager of Electric Auto-Lite, and Walter Flood, Auto-Lite's secretary.

SEATED AT THE AAPM banquet last week in Detroit are Fred C. Crawford, president of Thompson Products; Gov. Kelly of Michigan; B. E. Hutchinson, vice-president of Chrysler Corp., and Alvan Macauley, chairman of the board of Packard.

LEFT TO RIGHT in this group at the AAPM banquet are Dan Kelly, Electric Auto-Lite; Thomas Flood, Electric Auto-Lite; E. A. Conrad, International Harvester, and J. M. Linforth, Goodyear Tire & Rubber.

ALSO AT THE AAPM banquet were Irving Babcock (left), Aviation Corp.; S. E. Skinner, general manager of Oldsmobile, and F. J. MacLaughlin, Positive.

THIS TIMKEN-DETROIT Axle group includes (from left) Fred Parker, Walter Rockwell, president, and Bryon Thorpe.

Aid on Personnel Problems Inaugurated by NSPA

CHICAGO. — National Standard Parts Assn. last week launched its "complete personnel relations service" directed by William J. Micheels, associate professor of industrial education, University of Minnesota and staff consultant to NSPA.

The opening gun of the program, aimed at assisting automotive maintenance industry wholesalers and manufacturers to handle their manpower and personnel problems, was the issuing of a booklet "Let's Win Friends," written by Micheels, supplemented by two "Personnel Relations" folders. Both the booklet and the four-page folders are liberally illustrated to drive home the points made in them.

C. D. McKim, executive vice-president of NSPA, stressed in a statement that the new service is designed to "go far beyond the training of salesmen or any particular group of employes, since it will include also the manufacturer's or jobber's entire organization and will deal with all subjects pertinent to employment, training and supervising."

The theme of the initial training course is the improvement of public contact, with the "Let's Be Friends" textbook devoting itself principally to customer handling.

AAPM Speakers Blast Curbs On Prosperity

By Jack Weed

DETROIT. — B. E. Hutchinson, chairman of the Chrysler finance committee, and Fred C. Crawford, president, Thompson Products Co., and president of Automotive and Aviation Parts Manufacturers, Inc., not only teamed up as speakers for the annual AAPM dinner last week, but found a common theme in criticism of government policies and edicts which, they claim, are holding back progress to prosperity.

Hutchinson, speaker of the evening, called for an immediate abandonment of all attempts to control prices and the reestablishment of the country's industrial economy on the basis of a free market for goods and services of every description.

Crawford, as toastmaster, paid tribute to the Automotive Golden Jubilee and also severely criticized the government for its policy of governing industry by bluff.

He claimed that this majesty of bluff disappeared when one read the Constitution of the United States and that some agencies would not let cases come to trial when a manufacturer refused to comply with bureaucratic orders but decided to stand suit on the legality of the ruling.

Speaking to the 600 members and top automotive executives attending the dinner, Hutchinson declared that there are now approximately 9 billion items over which OPA has control.

He pointed out that one small manufacturer which has some 25,000 items under control would have to expend approximately $25,000 to issue a price catalog to inform its trade the legal OPA price on each item.

He admitted that if controls were lifted prices on many items would go up but declared "but so would production — and how!" He feels, however, that prices would not go any higher than "free men with money in their pockets are willing to pay and that undoubtedly would be something less than the prices currently prevailing in black market today.

"People would begin to get the goods and competition would come into play. It is the American way. It has always worked."

Hutchinson also warned that federal fiscal policies threaten national bankruptcy. "As a nation," he said, "we are already in debt for an amount approximating the total value of our tangible national assets. We are, in fact, broke.

At the afternoon session, representatives of the member companies heard a roundtable discussion of industry problems, led by Frank Rising, general manager, AAPM; Clarence C. Carlton, chairman of OPA Automotive Parts Industry Advisory committee and vice-president of Motor Wheel Corp., and Clarence O. Skinner, Washington representative of AA PM.

The AAPM board of directors for 1946, announced at the meeting, follows: Crawford; John Airey, president, King-Seeley Corp., Ann Arbor, Mich.; J. L. Myers, executive vice-president, Cleveland Graphite Bronze Co., Cleveland; Walter F. Rockwell, president, Timken-Detroit Axle Co., Detroit; F. L. Burke, vice-president, General Motors Corp., Detroit; J. D. Eby, secretary-treasurer, Wagner Electric Corp., St. Louis.

J. Y. Scott, president, Van Norman Co., Springfield, Mass.; W. A. Baker, president, Firestone Steel Products Co., Akron; D. H. Kelly, executive vice - president, Electric Auto-Lite Co., Toledo; G. W. Kennedy, president, Kelsey - Hayes Wheel Co., Detroit; M. P. Ferguson, vice-president, Bendix Aviation Corp., South Bend; A. W. Le Fevre, vice - president, Stewart-Warner Corp., Chicago; C. I. Ochs, president, Eaton Mfg. Co., Cleveland; W. D. Robinson, president, Briggs Mfg. Co., Detroit, and G. A. Shallberg, vice-president, Borg-Warner Corp., Chicago.

Officers for 1946 are Crawford, president; Airey, vice - president, and Myers, secretary-treasurer.

IN SEATTLE

...*People* DEPEND *on THE TIMES*

JUST south of Seattle rises 14,000-foot snow-clad Mt. Rainier . . . a *permanent* mountain of majesty. The SEATTLE TIMES, too, is the permanent guide in the lives of Seattle's half-million persons. It is edited with restraint and a high regard for community interest. It is the wanted newspaper in most Seattle homes. The SEATTLE TIMES is by all odds No. 1 advertising medium in Seattle!

The SEATTLE TIMES
Seattle 11, Washington

Represented by: O'MARA & ORMSBEE, INC. • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

New-Car Split 55 Ways to Make a Point

SAN FRANCISCO.—In a unique demonstration of the difficulties facing equitable distribution of new cars with the present short supply, Robert A. Waters, president of James F. Waters, Inc., northern California De Soto - Plymouth distributor, was host last week to the organization's 55 associate dealers.

Before the eyes of this dealer group, a single car was disassembled and rationed 55 ways. Each dealer was allotted one part, from the hood down to the skeleton frame of the car.

The demonstration pointed several guides for the motorist: Even though factories now are getting underway on mass production, delivery of the new-car model, color and style desired, is a long way off.

It will be many months before the needs of the motoring public for new cars can be satisfied. It therefore becomes a "must" program for the motorist to keep his present car in good appearance and mechanical order until production of new cars and distribution vastly improve, the demonstration made plain.

ON COAST. Don Bathrick, general sales manager, greets former zone men Tom Ray and Monk Sanders at meeting of Pontiac dealers held in Los Angeles last week. Ray is now Pontiac dealer in Glendale and Sanders has the dealership for Pontiac in San Diego. The Los Angeles meeting was attended by more than 100 Pontiac dealers from the Southern California region. Left to right, Ray, former Pacific regional manager; Sanders, former Los Angeles zone manager; John S. Bathrick, Los Angeles manager in charge of Southern California and Arizona territory; and Don Bathrick.

Charged in Parts Theft

ST. LOUIS.—The mysterious series of thefts of parts, valued at $1,620, from Community Motors (Ford distributors), 5244 Natural Bridge Ave., has been solved by the arrest of Russell Ripplemeyer, 27 year old shop foreman, according to police. They report finding the parts in a garage in the rear of Ripplemeyer's home. Employed at the concern since 1941, he has been charged with grand larceny.

Carter Motor Co., Jackson, Ga., has opened an upholstery department. **G. W. Brooks** is in charge.

'Lost Year' Since V-J?

Lack of U. S. Foresight Cost Chance for Prosperity At Start of Postwar, Bathrick Says

LOS ANGELES.—A combination of circumstances since V-J Day has robbed America of nearly a year of anticipated postwar prosperity, and this "lost" year never may be regained, D. U. Bathrick, general sales manager of Pontiac Motor division, told dealers here last week.

"History may record the period we are now in as the most wanton waste of precious opportunity ever committed," Bathrick said. "And it was not for lack of planning on the part of industry. Sales and production planning was complete at the end of the war and the plans were ready to be translated into action.

"But failure to see industrial production — particularly of automobiles — as an end-result of the integrated effort of the entire resources of the nation, physical and natural, applied on a wise, overall plan — has hamstrung the production which was to have raised us to the greatest prosperity we have known."

Bathrick was asked if he did not believe the demand for automobiles, homes and other durable goods would carry over despite lack of production this year.

He replied that the demand for such goods undoubtedly would continue great, but that the "golden" days since the war's end have been "irretrievably lost."

"This year was to have been the 'honeymoon,'" Bathrick declared. "The demand for automobiles will continue great, of course, but sales lost in 1946 cannot logically be added to the sales we will make in 1947. Today's lost business, if it can be picked up, can only be computed at the far end of the economic cycle, and how soon before the cycle begins a natural downward trend is anybody's guess.

"Time is of the essence when conditions are just right for any sharp change in the economic picture," Bathrick continued. "When time is lost, momentum is lost, too. Buying power is diverted from durable goods to other, more pressing needs such as food, children's shoes, taxes and the thousand-and-one costs of just keeping alive. Desires continue but desire unless backed by a bank account, contributes nothing to prosperity."

In Pontiac, where Pontiac Motor division is the largest single industry, Bathrick said, workmen during the 19 weeks of the General Motors strike lost nearly $14 million in wages. In addition, bank accounts were exhausted and war bonds cashed.

"It is safe to say that every man on strike in the city of Pontiac lost the price of a new car, at the very least," Bathrick said. "How soon can he get back into the market for a car and a new home, regardless of how badly he needs them?

"It is not popular to talk about these things, but they should be spoken of in the interest of clarifying the picture for everyone who is being affected. And that includes every man, woman and child in the United States."

Only the utmost cooperation and a definite knowledge of the economic dangers ahead should prevail if an unnecessary tragedy is to be averted, Bathrick believes.

"Give us the materials, the cooperation of labor and a free field to operate in and we can make cars in a volume never before experienced," he said. "The same holds true for any other industry. But we must be allowed to produce as much as we can and sell as cheaply as we can. That is industry's only function."

Speaking for Pontiac, Bathrick said the division has not lowered its sights on its V-J Day goal — the production of 500,000 cars in the first year of unrestricted production — or about one-tenth of the production of the entire industry in a normal, prewar year.

"We are spending many millions of dollars to step up our production at least 50 percent," he said. "The Pontiac expansion program probably is the largest integrated industrial expansion in Michigan now under way. Our dealers across the country have spent millions in enlarging their places of business and building new ones. We're ready. And industry in general is ready.

"All we need now is a chance to carry the ball."

Jet Engine for Autos Predicted by Martin

OTTAWA.— (UTPS) —Glenn Martin, who has directed the making of some of the world's greatest airplanes, predicted here last week that turbine engines will replace most of the motor car combustion - driven machines of the present time. This indicates that the present type of motor in automobiles would have to be changed and that jet-driven engines would be the motive power of the future.

How red is your valley?

Ads never get lost in a deep red valley when you put them in **parade.** Why? Because **parade** has *leadership in readership* from first page to last.

parade's arresting power is skillfully built into every issue—around non-controversial subjects of universal interest.

parade is *more* than a Sunday magazine. Its pictures are *more* than "illustrations." Each **parade** story is a "*motion picture in print*"—combining the compelling appeal of the screen with the lasting influence of the printed page.

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Spur Drive on Foremen

Favorable NLRB Rulings Step Up Union Organizing, League Says; Ban Faces Senate Test

PITTSBURGH.—The recent NLRB decisions approving the unionization of foremen have let loose "a wild and wide scramble to pressure the nation's 2 million foremen into labor unions," Harry P. Jeffrey, national counsel for the Foremen's League, asserted last week.

In a statement issued from the league's office here, Jeffrey said that NLRB has completed the cycle in respect to union activities of foremen. Three basic rulings of the board, the first dealing with Packard Motor Car Co., permit foremen to organize their own independent unions, join production worker unions and join auxiliaries of big labor organizations, he pointed out.

The green light flashed foremen's unions by the NLRB, however, was in danger last week of being extinguished by Congress. Already the House has passed the Case labor bill, which outlaws the organizing of foremen. And the Senate has received a minority report from its Labor committee urging retention of this ban.

Robert F. Loetscher, president of the Foremen's league, which contends that the supervisors are a part of management, admitted that "action by Congress, clearly clarifying the foremen's status under the Wagner act, is about the sole recourse left."

Both league officials and the senators who wrote the minority report declared that Congress "never intended" to include foremen within the scope of the Wagner act.

The majority of the NLRB decisions backing foremen's unions have been by 2-1 votes, with Gerard Reilly the dissenter. A test case of the Packard ruling, which authorized the Foremen's Assn. of America as a collective bargaining agent, is pending in the Circuit Court of Appeals at Cincinnati.

THIS IS THE BROGANETTE, which was announced last week by B & B Specialty Co., Rossmoyne, O. The company says its three-horsepower Briggs & Stratton motor delivers a speed of 35 to 40 miles an hour and gets 85 miles to a gallon of gas. The company will also produce what it calls the Brogan Trav-O-Cycle, a vehicle of the motorcycle type with an approximate speed of 35 to 40 miles an hour.

Expansion Starts At Superdraulic

DEARBORN.—Superdraulic Corp. has completed plans for a new administration building, the first unit of the company's expansion program.

Superdraulic has also started production on a 40-hp hydraulic pump which develops 5,000 pounds of pressure per square inch. The pump is only nine inches in diameter. Deliveries will begin within six weeks.

Aycock Reelected

A. B. Aycock, Forsyth (Ga.) dealer, has been reelected as a member of the board of aldermen.

Aluminum Plants Leased to Kaiser, Reynolds by U. S.

WASHINGTON.—The leasing of aluminum plants at Baton Rouge, La., to Kaiser Cargo, an affiliate of Henry Kaiser, and at Troutdale, Ore., to Reynolds Metals Co., was announced last week by War Assets Corp.

This action is said to substantially complete disposal through lease of surplus aluminum facilities. Both leases are subject to the approval of the Attorney General.

WAA stated that commitments have now been made on both government-owned aluminum plants, the three reduction plants capable of economic operation, all three of the sheet mills and two of the four extrusion plants.

It said that it had also received an offer for the Baton Rouge plant from Asarco Aluminum Co., a newly formed corporation controlled by American Smelting & Refining Co. with Swiss Aluminum Industries, Inc., holding 27 percent of the stock and N. V. Billiton Mfg., a Dutch company holding 22 percent.

Cornell Named Head of Canada Sales for K-F

WILLOW RUN.—Appointment of M. B. Cornell as director of sales in Canadian distribution of the Kaiser and Frazer automobiles was announced last week by Harry D. Dodge, director of foreign sales of Kaiser-Frazer and Graham-Paige.

For 17 years with Chrysler Corp., Cornell was assistant general sales manager for Dodge-De Soto in Canada before the war, and served previously as a district and regional manager for Chrysler. During the war he was with the Chrysler Tank arsenal.

Cornell's headquarters will be at Willow Run.

Canadian sales of the Kaiser, to be produced by Kaiser-Frazer, and the Frazer, to be manufactured by Graham-Paige, will be handled through a distributor and dealer organization now being established throughout Canada. The Frazer will be sold through distributors and dealers, and the Kaiser, through direct retail dealers of Kaiser-Frazer.

Hunt Appointed Ferguson Chief

DETROIT.—Fred Hunt former sales manager for De Soto, has been appointed director of distribution of Harry Ferguson, Inc.

Fred Hunt

According to Roger M. Kyes, president, Hunt's appointment represents a move by the company to place all distribution activities relating to Ferguson System farm equipment and the Ford-Ferguson tractor under one directive authority. These include general sales operations, export sales, advertising, merchandising, sales promotion, service, parts, market research and education.

Museum Site Hit

Stamford Residents Don't Want Melton Cars So Close

STAMFORD, Conn.—The citizens of Stamford are not all in favor of having the proposed museum for Tenor James Melton's antique car collection in their backyard.

Fearing that location of the museum on the Merritt parkway would turn the area into a recreational locale, a committee of taxpayers has opened a fight to place the museum nearer Melton's home, about 20 miles away.

Opponents contend that erection of the museum with a restaurant and picnic grounds "would bring everybody up from the Bronx," not to visit the museum but to picnic on the surrounding grounds off the parkway. Thus the road would become a commercial road, they claim, instead of a scenic highway.

Building Business that Lasts

IT takes more than one sales season to make a modern car successful.

And to earn lasting public confidence a car must go beyond good performance alone—it must be consistently well styled, must be consistently durable in all important details, such as upholstery fabric.

That is why it's good sound business to have *canda cloth* upholstery in new or used cars. Its crisp style is self-evident. It is remarkably durable. It cleans like new, with simple soap and water.

Thus *canda cloth* contributes to public confidence in a car—for it is one visible major part of the car with which the motorist comes in most frequent contact.

COLLINS & AIKMAN
CORPORATION
200 MADISON AVENUE, NEW YORK 16, N.Y.

Profit-Sharing Warning

U. S. C of C Group Lists Factors Needed To Make Plans Successful

WASHINGTON.—Employers long have shown an interest in the possibilities of sharing the returns of their business with employes as a reward for increased productivity or as a means whereby employes may have a larger voice in the management.

So that those interested will be enabled to pursue the subject further, the Department of Manufacture of the U. S. Chamber of Commerce has made an introductory study of profit-sharing. A part of the study mentions some things employers should consider before adopting a profit-sharing plan. They are:

1. *There must be profits to share*—It would be useless to make up a profit-sharing plan and present it to the employes if their share will be so little it would be unimportant to them, or if it is unlikely there will be any profits at all for them to share.

2. *Definite standards must be predetermined if the plan is to be successful*—The conclusion of the Senate committee survey on profit-sharing plans was that plans, "fairly devised and fairly operated, are highly successful, and the most effective ones are of the profit-percentage type, predetermined and preannounced, providing for deferred distribution of employes' shares through pensions or otherwise."

The plan adopted must be introduced under favorable auspices at a time of good plant labor relations and have the fullest understanding and constant supervision of top management. Profit-sharing is not to be rushed into hastily or blindly.

It must have the consideration not only of management but employes, stockholders, legal and tax counsel, and at the same time be simple enough for all participants to grasp.

3. *Profit-sharing provides a possible means of tax savings for employers*—Profit-sharing plans may prove to be a way of decreasing income and profit taxes, or taxes at the state and local level. Employers must comply with Section 165(a) of the Internal Revenue Code and related regulations before they can obtain full tax advantages for their contributions under a profit-sharing trust plan.

4. *There is by no means complete agreement as to the effect profit-sharing will likely have on productivity.* Enthusiasts for such plans urge that they provide an incentive for increasing efficiency, eliminating waste, and linking the compensation of employes more intimately to business conditions.

There is some support for the proposition that profit-sharing tends to stabilize employment and reduce strikes. The evidence is by no means conclusive, however. There is little evidence, moreover, regarding what type of plan is most likely to have such an effect.

5. Some employers question profit-sharing plans because although they may work well in profitable times, *there is danger that the plans will have to be abandoned in a depression,* with consequent disastrous effects on employe morale.

6. *Profit-sharing will not solve all labor relations problems.*

a. Experience proves that profit-sharing has not solved all the usual labor relations problems that arise, nor has the plan been successful when used in place of a proposed wage increase. Those who adopt a plan with such purposes in mind are likely to be disappointed.

b. Some of the thinking labor is likely to do on the subject is illustrated in the newspaper *Labor* for Jan. 5, 1946, which states that "there is nothing new about profit-sharing. Unfortunately, it is generally urged by employers who wish to keep basic pay at a low level. It is of a piece with those welfare schemes designed by clever gentlemen who hope to persuade workers they shouldn't worry about the contents of the pay envelope they receive on Saturday night, because a philanthropic boss is financing a lot of 'benefits' for them."

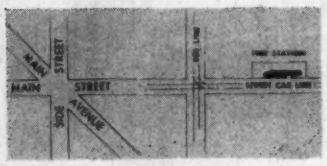
It should be noted, moreover, that no profit-sharing plan is going to check wage demands in periods of rising wage levels. Nor can a plan be successful if regular wage and salary rates paid by the employer are sub-standard.

Any plan which is adopted, if successful, must be recognized by employes as an addition to their earning rather than as a deferred payment withheld from current pay envelopes.

U. S. Tires Issues Book on Picking New Locations

NEW YORK. — Many tire distributors are now considering new locations for their business establishments, A. G. Westlund, manager of the Business Development department, U. S. Tires division of United States Rubber Co., reported last week in announcing publication of a booklet covering traffic habits, congestion and the various factors in selecting a business location.

Entitled "Selecting Your Location," the booklet is designed as a service to the nationwide group of independent distributors of U. S. Tires. While it contains many detailed reports, one of its aims is to



NEW TIRE service stations and stores should not be located in areas of traffic congestion, warns United States Rubber Co. in a booklet, "Selecting Your Location," prepared for the nationwide group of independent distributors of U. S. Tires. Locations should be avoided at five and six-point intersections (left), on streetcar and bus line streets and near fire stations (right).

assist the tire merchant to analyze traffic statistics so that they will not become confusing or misleading.

A section entitled "Catering to Customer Convenience" contains a discussion of traffic habits, logical stopping points and community redevelopment. The booklet also considers at length the problems of congestion, traffic, traffic lights, vehicular counts, types of traffic, the advertising value of a location and a discussion of the corner location versus the mid-block.

MILLER-KNUTH Chevrolet Co., Omaha, reports satisfactory service from this wrecker unit which was made of a four-by-four Chevrolet government truck purchased at a surplus property sale.

WITH THE COAL STRIKE on, storage bins next to the boat slip of Ford Motor Co. are loaded with coal for the Rouge plant. However, when these supplies are exhausted production lines must halt. Iron and coal form the basis of the automobile industry. Almost a million tons of iron ore and approximately 2,000,000 tons of coal are used annually.

Cleveland Graphite Ups Prices 10%

CLEVELAND. — Removal of ceilings on Cleveland Graphite Bronze Co.'s business with auto makers has permitted it to increase prices about 10 percent and the removal of price restrictions on truck parts last week will enable it to raise prices on these parts to offset higher wage and material costs, according to James L. Myers, executive vice-president.

Shipments of bearings from the local plant in March totaled 7,559,211 and 2,146,746 from Bridgeport. This is a 100 percent increase over the best prewar year, Carl W. Johnson, vice-president, said.

45 Big Jobbers Air Problems At Chi. Parley

CHICAGO. — Representatives of 45 of the nation's largest automotive jobbers, who are members of the Research and Super Service clubs, tackled business management problems at their annual meeting here last week.

The sessions were closed to all but members. At the conclusion of the conferences, it was announced that special attention was given to costs, business practices and the outlook for supplies. A number of suppliers mingled with members of the two organizations.

Jack Meehan, who handled the meetings, said their main purpose was to exchange experiences in the matter of wholesaling automotive products. The gatherings, according to Meehan, were conducted in the round-table manner.

2 More Return To Studebaker

SOUTH BEND.—Return of two more field executives from military service was announced last week

S. A. Skillman

James M. Collins

by K. B. Elliott, vice-president in charge of sales for Studebaker.

They are S. A. Skillman, former Buffalo regional manager, and James M. Collins, who was a district manager in the Atlanta branch with headquarters at Orlando, Fla.

K-F Adds Walnut Ridge

Walnut Ridge Motor Co., Walnut Ridge, Ark., has been appointed Kaiser-Frazer dealer for Lawrence county.

6 Major Vehicle Bills OK'd By N.Y. Governor; 3 Vetoed

ALBANY, N. Y.—Six major motor vehicle bills have been signed by Gov. Dewey thus far during the 30-day bill period. The governor also vetoed three major measures relating to motor vehicles.

Major bills signed by the governor include:

1. The Milmoe bill, which provides that a vehicle overtaking or meeting a school bus which has stopped to receive or discharge passengers shall stop and remain stationary until the bus resumes motion or the driver signals it to proceed.

2. A measure continuing to Dec. 31, 1947, the provision authorizing the motor vehicle commissioner to issue only one number plate for each vehicle, Chapter 503.

3. Chapter 473, providing that the maximum length of 35 feet for a single vehicle shall not apply to semi-trailers.

4. Chapter 476, continuing to July 1, 1947, the provision allowing a holder of a junior operator's license to operate a motor vehicle for agricultural or dairy purposes on public highways.

5. Chapter 427, providing that veterans inducted into the armed forces after Sept. 1, 1940, and before July 1, 1947, may take the examination for operator's or chauffeur's licenses for motor vehicles within three months after discharge.

6. Chapter 343, permitting New York city by ordinance to limit or prohibit parking and to provide for parking meters.

Major bills vetoed would have:

1. Authorized the motor vehicle commissioner to issue a motor vehicle license plate of permanent nature with removable date tag and provide that the issuance of the date tag shall be deemed issuance of a number plate. The governor said he felt enactment of the measure was unnecessary at this time" in view of the fact that it is impossible to put into effect a program for permanent license plates this year."

2. Changed the registration year for motor vehicles and cycles to commence Feb. 1, instead of Jan. 1, and made corresponding changes for part-year licenses.

3. Prohibited operation on public highways or streets of motor vehicles or trailers which do not comply with provision relating to dimensions and weights, except a vehicle or combination of vehicles operated under special permit of public works superintendent.

Service Hits Record Level In Milwaukee

MILWAUKEE.—Car dealers and repair men here report one of the biggest booms in car repair work that they have ever experienced. Many car owners, it appears, have been waiting for new cars for months, and now that the strikes have been responsible for a further delay in getting new cars, it has been found necessary to have major repairs made on old cars.

Repair work on cars has reportedly risen at least 20 percent in March of this year over that of the same month a year ago, and the repair bills averaged over $100 per car.

In many instances, repair men say, drivers are replacing entire engines with new or rebuilt ones, in the hope that this will make it possible to operate the old cars for many months longer, or at least until new cars are available.

Fedders to Make K-F Radiators

BUFFALO. — Fedders-Quigan Corp. has booked orders from the Kaiser-Frazer Corp. for automobile radiators which will be manufactured in the Buffalo plant. Company executives confirmed this last week but would disclose no details of the size of the orders or when production would begin.

Meanwhile, at the company's annual meeting in New York, Frank J. Quigan, chairman, said the Buffalo plant will be turning out $1 million worth of radiators a month by the end of 1946.

Canada Rules Priorities Must Follow in Order

MONTREAL. — Orders for new motor vehicles for which purchasers have received priority certificates must be filed by the dealer in the order in which the certificates have been presented, officials of the Department of Munitions and Supply said last week. Priority certificates are issued by the local office of the Wartime Prices and Trade Board.

According to an order of the motor vehicle controller, the delivery of new vehicles must be made according to classification of the priority. Between orders of equal priority the date on which the order, accompanied by the priority certificate, is placed with the dealer must decide the precedence in delivery.

To avoid uncertainty on this point two copies of the certificate are supplied each purchaser who is given priority. These must both be filled out by the dealer when the order is placed, with date and description of the vehicle, including model and body type. One copy is held by the customer and one by the dealer.

In case of any dispute about the order in which cars or trucks have been supplied to holders of certificates of the same class, the copy of the customer verifies his rights.

FOB FACTORY

Black Future Confronts Many Tool Shops

By A. H. Allen

DESPITE THE TALK of new models, light cars, 1947 jobs, etc., many automotive tool and die shops are hungry for business, and are now talking of leasing idle machines to other companies. This is particularly true of the smaller shops which are equipped for only one or two types of operations, such as boring, or boring and planing. The larger and more integrated shops like Koestlin, Buell, Federal Engineering and others are managing to keep fairly busy. During the war literally hundreds of new tool and die shops bloomed around the Detroit area. A glance at the new classified telephone directory shows over eight solid pages, or 1,200 individual listings under "tools," which is a slight indication of how densely populated this industry has become.

A. H. Allen

Most of them made good money during the war years, as there was almost more tooling work than could be handled. Cost was only a minor item, the main factor being time. Now that things are simmering down a little and cost is becoming a vital consideration, there is bound to be a considerable mortality in tool and die companies. It will be a healthy thing for the established interests in the field.

* * *

Lighter Ford Production Seen for Rouge Plant

ANNOUNCEMENT by Henry Ford II that the company would seek additional manufacturing facilities for its low-price car could mean either the erection of new buildings at the Rouge plant or the acquisition of acreage elsewhere.

Removal of Mercury production to the Lincoln division and transfer of bus and truck production from the Rouge to Highland Park plants seems to suggest the former alternative.

There is ample room at the Rouge for expansion. Already the company has taken over the Pratt & Whitney aircraft engine building, except for test cells, to be placed in automotive work. The so-called "new steel foundry" built during the war principally for production of armor plate castings might be adapted in part for some phase of the low-priced car program.

It would seem inconsistent to remove the project to an entirely separate location, even though Chevrolet has followed this policy. In the latter case, however, the normal pattern of automotive production is far more decentralized than in the case of Ford.

* * *

Car Makers Concentrate On Four-Door Sedans

SEVERAL passenger car producers currently are assembling only four-door sedans, deferring other body styles until a later date. One explanation is that this style is the least costly from a production standpoint. Offhand it would appear a coupe or two-door sedan could be built at less cost than the four-door sedan, but there may be material considerations and other factors of supply having a bearing. It may also be that the bulk of waiting buyers have specified the four-door types.

* * *

Adding a Pair of Nylons Might Have Done It

THIS ACTUALLY happened to a friend of ours in Birmingham, Mich. He had just acquired a new Ford two-door sedan and parked it along the curb in the business section of the city. Disembarking, he was approached by an average-looking individual who said, "How would you like to sell that car for $1,400? I'm from Oklahoma, stranded here and have no way of getting back home."

Our friend protested that he only had the one car and slight chance of getting another, to which the inquirer replied, "All right, I'll give you $1,500. How about it?"

Hesitating a minute or so, the Oklahoman renewed his appeal, "I'll make it $1,550 cash, right on the spot. I need that car."

Slightly confused, our friend said, "Well, I might consider it if you could get me a used car somewhere."

Unperturbed at this, the westerner countered with, "Can't help you out on that, but I'll make it an even $1,600 for your Ford. How about it?" It was no sale, but our Ford driver friend kicked himself all the way home that he did not have a used jalopy sitting around his garage, so he could have pocketed the $400 profit on his new car.

HUGH F. TOLLEY (left), of Klamath Falls, Ore., receives the key to the 1946 Dodge sedan awarded by the Oregon War Finance committee during the last Victory Bond drive. Lee Cosart, partner and general manager with Joe Fisher, presented the key as Mrs. Tolley and son Bill looked on with Harold York, assistant business manager of Joe Fisher. Joe Fisher gave the car to aid the 8th War Loan drive.

Pa. Tests Give Dealers Sales Opportunity

HARRISBURG, Pa.—(UTPS)—A new motor vehicle inspection period begins May 1, Claude S. Klugh, manager of Pennsylvania Automotive Assn., informed dealers last week.

He suggested that they urge customers to have their cars inspected early

He pointed out that dealers could, at the same time, probably sell necessary summer servicing jobs. The PAA official said that "by reason of Pennsylvania's continued compulsory inspections, its vehicles are found to be in far better mechanical condition after years of use than those from other states.

Reynolds Metals Acquires New Sheet Mill

CHICAGO.—Full operation in six weeks was forecast last week by R. S. Reynolds, president, Reynolds Metals Co., as the firm took over the government - owned McCook (Ill.) aluminum sheet mill. The mill will employ approximately 4,000.

Reynolds added that the company is still seeking the government-owned reduction plant at Troutdale, Ore. Its aluminum ingot capacity, he said, would assure the ability to operate the McCook Mill at full capacity along with other Reynolds plants.

"Special emphasis should be given to the importance of aluminum in the present housing crisis," Reynolds said. "It is one of the few building materials immediately available in quantity. Aluminum production capacity has increased seven-fold as compared with the prewar period and its cost, due to competition in the industry for the first time in more than a half century, has decreased more than 25 percent. It was the only essential material which dropped in price during the war years."

Nothing like the HOLIDAY spirit to stir up longings—to spark that spending mood—to make people say "That's for me . . . *I want it!*"

New cars—radios, heaters, extras . . . money starts rolling when HOLIDAY takes hold.

The HOLIDAY mood is a Spending mood!

Holiday

A CURTIS PUBLICATION

HOLIDAY can develop that spending mood right in your showroom. We'll be glad to furnish handsome, effective display pieces for windows or counter . . . Just write to HOLIDAY, Independence Square, Philadelphia 5, Pa.

AFL Pact Holds Perils

Share in Running Business Target of Union's Drive To Organize Dealership Salesmen

(EDITOR'S NOTE: *In the belief that union drives thrive on publicity,* AUTOMOTIVE NEWS *has avoided overpublicizing the present drive to organize salesmen in Michigan. However, we feel that dealers should be warned against the dangerous features of the contract the union is promoting.*)

DETROIT.—The AFL salesmen's union has opened a new drive here to coerce new and used-car dealerships into signing contracts which eventually will prove the dealer's undoing, AUTOMOTIVE NEWS learned authoritatively last week.

A copy of the master contract proposed by this union reveals a number of "trap" clauses and loophole provisions apparently designed to place the union in control of the operations of unsuspecting dealers.

Representatives of Local 376 of the AFL's Automobile and Demonstrators union, it was revealed, have approached Ford and General Motors dealers hereabouts with the contract. But the new-car dealers have rebuffed the union with a blunt "No" after scanning the ominous portions of the proposed agreement.

Some used-car dealers, however, have shown signs of weakening in the face of the union demands. Bert Baker, owner of a big used-car lot on Livernois Ave., signed up with the union 10 days ago.

Dealers Asked to Fight

Sources close to the situation urged dealers, through AUTOMOTIVE NEWS, to fight back and avoid being stampeded or cajoled into signing a salesmen's contract. They pointed up the fraudulent features of the pact as a real threat to the free operation of a dealership enterprise, big or small.

In this connection, one dealer official warned dealers against being whipped into line by the threat of halting haulaway deliveries to the resisting firm.

While the haulaway drivers are members of the AFL, it was pointed out, these men have all too frequently in the past fought battles for another union. The drivers, it was felt, would be unwilling to strike to help a cause from which they could derive no gain.

Here is a summary of the highlights and sordid "angles" of the proposed contract, which the salesmen's union first drew up for presentation to Ford dealers:

1 There would be a monthly dues checkoff and a closed shop; the employer could not hire non-unionists. This is the first step in the union's plan to gain control over small dealerships where the owner or a co-owner acts as a salesman. The union is avowedly out to organize such establishments and, pending a court test, there is little legally to stop them.

2 Sunday work be barred.

Clause Limits House Deals

3 In a section on house deals, sales made outside of the sales force by the management, the union has mapped a host of proposals which could only cripple effective business operations.

First of all, house deals in any month would be limited to 10 percent of the total new-car sales and/or 10 percent of the total used-car sales. If a non-member of the union arranges a sale, a full commission must be paid to the sales force.

The crowning touch on this proposal lies in the next clause, which states:

"Should the limits on house deals, new and/or used, herein set forth (10 percent) be exceeded in any one calendar month, then commissions accruing from such excess . . . sales shall be prorated equally among (all) salesmen . . ."

Thus, a dealer who employs no salesmen would by inference be compelled to hire extra union salesmen, because he is limited to 10 percent of the total sales on his own account. Furthermore, a dealer would be bound to recompense salesmen for 90 percent of the house's sales, even if the salesmen sold nothing during the month.

With such a setup in effect, the union could achieve a virtual stranglehold around the neck of all but the largest dealers. Few doubt that this is the union's ultimate aim.

4 The contract provides for a minimum salary of $65 a week to salesmen and $75 a week to sales managers. Commissions would not be less than 5 percent on the factory list price of a new car or $10 on a used car.

5 The employer would agree to give the salesman priority in the consummating of deals and also would pledge to deliver all cars in the order in which the deals are completed.

6 Clauses relating to conditions of employment and discharge, hiring of demonstrators and insurance follow, but these are not materially different from the practices now in use at most dealerships.

7 Provisions on commissions arising from fleet deals are listed next, followed by these unprecedented clauses:

"Should any question arise as to discounts to be allowed fleet owners who are not qualified as national accounts by the factory or other competent authority, then such question shall be referred to the BUSINESS AGENT OF THE UNION and the representative of the party of the first part, who will determine whether such firms are in fact entitled to fleet discounts.

"No commissions will be paid on sales made on discounts to the United States government, or the state of Michigan, except that a salesman working on such deals at the direction of and with the consent of his employer, will work out in each individual dealership a commission basis which is mutually satisfactory to each salesman and such dealer prior to any work being done by such salesman on such accounts subject to the approval of (a dealer representative) and the EXECUTIVE COMMITTEE OF THE UNION."

Both of these proposals would give the union an equal hand in determining who shall be allowed to purchase, and who shall not. What is more, the first omits mention of city governments, usually heavy buyers of vehicles from dealerships.

No Better Contracts

Q The union pledges later in the pact not to make a contract with "more favorable terms" with another Detroit dealer during the life of "this agreement." This gesture, it was stressed would commit all other dealers to the same terms of the master contract.

9 A total of nine regulations defining the function of the salesmen is then given. The salesmen would be exempted from doing anything in the dealership but selling cars. They are specifically excluded from even acting as the doorman, among other limitations on their services.

Further, a sales force would elect a steward to handle union affairs in the dealership. Minimum sales quotas for the salesmen would be prohibited, and ostensibly, incentive systems.

10 Finally the contract offers a plan for negotiating changes and amendments, and for settling disputes. The period from Apr. 1 to May 31 would be set as the time of negotiation. A federal conciliator would resolve all differences which the union and the dealer could not work out. Strikes or lockouts would be banned pending the conciliator's verdict.

Summing up the entire contract, one observer declared:

"This isn't a labor contract; it's just a pressure proposition from start to beginning."

Business agent of Local 376 is Al Vignali.

Two other factors enter into this picture, which promises to become more complex as time goes on. These factors revolve around the roles of the UAW-CIO and the Detroit Automobile Salesmen's Assn.

According to AUTOMOTIVE NEWS' informants, the CIO and the AFL have agreed upon a deal in the jurisdiction of dealer personnel. The CIO will concentrate on service shop workers, while the AFL will go after salesmen.

UAW Hedges on Shops

Walter P. Reuther, the UAW's new president, has refused to comment, however, on reports that his union is ready to launch a full-fledged drive on the shops. It remains to be seen whether the UAW will decide to time such a drive with the AFL one now under way.

The Detroit Automobile Salesmen's Assn. calls itself an independent group interested only in collective bargaining as prescribed by law. Richard Giddey, vice-president of the association, said that the DASA is the largest salesmen's group in the nation, with a membership of over 450.

Giddey denied that the DASA was aligned with the AFL, declaring that the association has refused an offer to affiliate actively with the union. He said that DASA is negotiating contracts with several dealers in this area, which, he admitted, "were similar to the AFL contracts."

All labor relations in the Detroit area are handled on an individual dealer basis, officials of the Detroit Auto Dealers Assn. reported. In 1940 DADA refused CIO proposals to sign a master contract for all its member dealers.

725,000
CIRCULATION
AT ONLY
$1400.00
PER PAGE!
Nowhere else can you buy this volume of *class* circulation at only $2 per thousand!
THE Elks MAGAZINE

HARRASSED CARL ZEPP, Ford dealer of Chicago, assures a determined customer that his 23-year-old slogan, "Want A Ford?—C. Zepp," will really mean that again after production returns to normal. Those papers he's holding are just a few of the orders received to date.

Big Display

Oakland Dealers Start $500,000 Auto Mart

OAKLAND, Calif. — A $500,000 auto mart, in which 11 different dealers will exhibit their models on adjoining lots, will be in use in Oakland this year.

The new method of merchandising is the idea of Harold Forman, Forman Motor Co., and W. A. Connell, Connell Motors Co.

They assert that the plan will result in the establishment of Oakland as sales headquarters for East Bay cities. They purchased the property last year for a sum reported to be $400,000. It is on Broadway between 30th and Hawthorne Sts.

Work of grading, surfacing and fencing of the 11 lots, plus the erection of an office building on each lot will get underway by May 1 and is to be completed early in June. Both new and used car dealers will use the lots, resulting in the largest possible display of stock.

Business Dips Called Threat By Hoffman

ST. LOUIS.—Cooperation between business interests and the government to minimize fluctuations is necessary if private enterprise is to continue to be the basis of the nation's economic structure, Paul G. Hoffman, president of Studebaker, asserted here last week. He addressed the annual meeting of the St. Louis division of the Controllers Institute of America.

He advocated that the government revise the tax structure so that the emphasis would be placed on income taxes, rather than upon taxes on business, because the latter type of taxes are eventually paid by the consumers anyway, he said.

Expansion of unemployment compensation coverage in order to help maintain the purchasing power of the people as "one of the greatest opportunities for stabilizing our economy," was urged.

Four chief responsibilities of business executives in maintaining the status of private enterprise were listed by Hoffman. These are: Operation of the business at a profit for benefit of the stockholders; reduction of seasonal unemployment, maintenance of sales and advertising programs despite declines in demand, and a continuing search for new products to manufacture.

2 Zone Changes Made by Buick

FLINT, Mich.—W. F. Hufstader, general sales manager of Buick, last week announced changes in the Buick field organization affecting the Washington and Atlanta zones.

In the Washington zone, Leonard Kruithoff, formerly Buick fleet sales representative in the eastern area with offices in New York City, takes over operations as zone manager. He succeeds Edward H. Cochrane, who is moving to Atlanta to assume the Atlanta zone managership. Cochrane succeeds H. H. Lacey, who is resigning.

E. H. Cochrane

L. Kruithoff

Interesting items in Bob Finlay's column

Milner Clarifies J & H Merger With Precision

CLEVELAND. — (UTPS) — William S. Jack and Ralph M. Heintz received $8,000,000 ($5,000,000 in cash and $3,000,000 in preferred stock) last month when their company, Jack & Heintz, was merged with Precision Products Corp., into Jack & Heintz Precision Industries Corp., incorporated in Delaware.

This was confirmed last week by Benjamin Charles Milner jr., New York engineer and financier, who last month became president of Jack & Heintz Precision Industries Corp.

Milner, however, denounced as "destructive, stupid and incredible" an article in the Apr. 8 issue of Time magazine which said the deal was not a merger but a sale, that Milner's organization was set up solely to buy out Jahco, that Jack and Heintz no longer had any voting control and that despite the chairmanship given Jack and the $40,000-a-year lifetime jobs promised Jack and Heintz, the boss now was Milner.

While denouncing the *Time* story, however, Milner did not specifically deny *Time's* statement that Jack and Heintz no longer had any voting control in the company.

Milner did say, however:

"It was not a sale. A group of investors got together for a merger with one single agreement. Jack and Heintz own the bulk of the preferred stock outstanding, and some of their associates own some."

Milner said intention of the group of investors is to "sell Jack & Heintz products, produce so much that the plant will have to go on two or three shifts.

"We want Bill Jack to do as good a peacetime job as he did during the war, then everybody will be happy," said Milner. "We have no intention of interfering with Bill Jack in any manner whatsoever. He is the greatest asset we have, and his associates are loyal and enthusiastic."

"I have no idea where they got their figures," he said, later admitting that Jack and Heintz received $8,000,000. "I never said the things for which they quoted me. I am sick about it.

"Jack & Heintz employes will get the idea that New Yorkers plan to do something to Bill Jack, but we have no intention of interfering with him. We have no intention of putting Bill Jack under wraps.

"That article in *Time* isn't going to help get 7,000 people back to work. The only way for us to make any money out of those plants is to get those 7,000 people or even more back to work.

"I called Bill and told him I was misquoted and that I had no intention of interfering with him. And I called *Time* and protested that the article was erroneous."

Incorporated in 1940, with an investment of $100,000, Jack & Heintz Inc. amassed wartime profits of $6,000,000 after taxes.

Jack & Heintz Precision Industries Inc. on March 26 took its second expansion step when it announced merger into it of Eisemann Corp. of Brooklyn, manufacturers of magnetos.

Richmond Buys 3 Cars

RICHMOND, Va. — The Mayor's Advisory board has authorized the purchase of three automobiles from the Richmond Motor Co. for $4,810.50.

M. D. MEHTA, managing director of Motor House (Gujarat) Ltd., points out the location of the company's plant at Ahmedabad, India, to Harry D. Dodge, president of Graham-Paige International Corp., foreign sales subsidiary of Graham-Paige Motors. Mehta's firm will handle sales of the new Kaiser car, to be produced by Kaiser-Fraser Corp., and the Frazer automobile and farm equipment, to be manufactured by Graham-Paige Motors. The Indian company covers the India-Burma-Ceylon area, and plans eventual establishment of car and farm equipment manufacturing operations at Ahmedabad.

Advice for Small Dealers

Perrault Says He Can Keep Up with Large Firms By Using Modern Business Methods

MONTREAL. — Small merchants and business men can, by adopting modern merchandising methods, hold their own with large business houses, regardless of size, Rene Perrault, auto dealer here, told the Cost and Management institute last week.

Even in a country where free enterprises can breathe freely, he said, a newcomer nevertheless will find the road in some businesses less smooth than in others.

The first example he gave was the Canadian paint business, where less than a dozen of about 100 paint companies are large. He listed the various methods of putting the word "large" before the name of an industry, namely when the employes exceed 500, when business volume exceeds $5,600,000, or by capitalization in some fields.

In the retail automobile business, Perrault stated, small businessmen have not yet seen in Canada real competition from large operators "such as auto dealers in the United States have to cope with." But, he said, he thought it was coming.

The average automobile dealer competes with everybody, he noted, but it is only by better merchandising, better display, young attractive clerks, well-placed price tags, good layouts and plenty of paint that the big operator crowds him out.

"The Firestone company, as an example, operates over 500 stores in the U. S., some covering a full block," he declared. "It sells everything the automobile owner will buy. Dealers are changing their ways very slowly to meet this competition."

He pointed out that more than 1,000 companies had started in the automobile business in the United States at one time or another, many of them never getting beyond the promoter's desks.

By 1920, there were 120. By 1941, only 10 were left: Ford, Chrysler, General Motors, Hudson, Nash, Studebaker, Willys, Packard, Graham and Hupmobile. Of the 10 the first three did 90 percent of the business in the last decade.

According to the speaker, the other seven could not compete with the "Big Three" and "were all drifting towards financial shoals. "Three were already aground," he said, and the war saved the day for them all.

Court Hits OPA

Blast, Detailed Debate Mark Okla. Case

OKLAHOMA CITY.—All the intricacies of the OPA used-car ceiling price regulations relative to "as is" and "warranty" were aired before Judge Edgar S. Vaught in Federal court March 29 when Jackson W. Pearson, Shawnee, appeared for sentencing on 15 counts of OPA violations to which he had pleaded no defense. Judge Vaught fined him $1,650, arranging that $500 be paid immediately and granting 60 days to pay the balance.

Judge Vaught criticized OPA for not showing, in its investigations of used car dealers, how much money the dealers actually received and also how much went for financing charges.

Differences between the prosecution and defense were over the question of whether Pearson sold cars above ceilings under an OPA certificate permitting him and his partner to warrant cars or whether by selling under that certificate he had done wrong because the government contended "as is" prices were all he could charge.

"If the OPA doesn't want the public to act on warranty certificates given used car dealers, then the OPA should not issue the certificates," Judge Vaught declared.

The OPA had filed 86 charges against Pearson, but dismissed 71 of them.

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Nowhere else can you buy 725,000 class circulation at the mass page rate of only $1400! It's a "natural."

THE Elks MAGAZINE

REPLACEMENT PARTS shipments from the Pontiac Motor parts depot at Pontiac, Mich., are on a two-shift basis. Recently in one day the depot shipped 200,000 pounds of service parts to dealers. Backlog of orders caused by the strike is being cleaned up rapidly.

Shreveport Sales Total Only 348

SHREVEPORT, La. — Only 348 1946 model automobiles have been sold in this over 100,000 population city to date and of this group 133 were from two makes in the lower priced group. From eight makes in the medium price group, 181 were sold and from four higher priced makes 34.

Shreveport dealer lists of persons waiting for new cars totals approximately 9,000. Most dealers are taking orders in a first-come first-served manner with several allotting a small percent for veterans. One dealer in the lower-priced bracket said that it is so uncertain when he will receive cars that he doesn't keep a waiting list.

Traffic Deaths Continue Gain Over 1945

WASHINGTON. — Deaths from traffic accidents in February totaled 2,450 compared with 3,000 in January and 1,840 in the same month a year ago, Automotive Safety Foundation announced last week.

In February, 1941, there were 2,636 fatalities against 2,850 in January of that year. January deaths are 49 percent above January, 1945, while February shows a gain of 45 percent.

Despite the retirement of more than 5 million motor vehicles, rural highways are carrying more traffic than before the war, according to the Public Roads Administration.

In February, 1946, traffic on all types of highways was 57.7 percent over February a year ago; traffic on main highways was up 63 percent and local roads carried 44.6 percent more.

☞ Want Ad Dept., Inside Back Cover

Constant readers

. . . the backlog of any good newspaper and a brass ring its advertisers catch with every issue. It's the *constant* readers of The Chicago Sun—that offer advertisers a plus that doesn't appear on Sun rate cards, but *does* show up on advertisers' books in big, black figures.

The Sun is as *trusted* by its readers as it is *wanted*. People who read The Sun—men and women both—are not only *constant* readers . . . they're *believers* in what The Sun says, in its advertising as well as its editorial columns.

That's one reason why The Sun is on the schedules of so many automobile manufacturers. For Detroit has definitely recognized The Sun's power to rate attention, earn interest, beget appreciation—and breed results!

The Sun believes the primary function of a newspaper is to keep people informed. With more news services than any other Chicago newspaper . . . Associated Press, United Press, New York Herald Tribune, North American Newspaper Alliance, Chicago Sun News Service, featuring The Sun's own Washington Bureau and foreign staff . . . The Chicago Sun keeps its readers fully and authoritatively informed on what's happening on the local, national, and international scenes. *That's one reason why more and more people are turning to The Sun* . . . new readers today, CONSTANT READERS tomorrow.

400 West Madison Street, Chicago 6, Illinois **THE CHICAGO SUN** 250 Park Avenue, New York 17, N. Y.

National Representatives: THE BRANHAM COMPANY
CHICAGO: 360 North Michigan Avenue • NEW YORK: 230 Park Avenue • Atlanta • Charlotte • Dallas • Detroit • Kansas City • Los Angeles • Memphis • St. Louis • San Francisco

AIRCRAFT NEWS

This Country Needs Slow-Flying Plane

By Charles Evans
Aviation Editor

"I WANT TO fly low and slow." This is one of the oldest of standard aviator jokes. It probably started when the Army bought the first Wright plane, the one which met the speed requirement of a breath-taking 60 miles an hour. And it's just as good today, when flying low and slow is usually a prelude to disaster.

One fact, however, makes the gag a sardonic commentary on flying, and pulls the teeth of its humor. That fact is that today, after 43 years of knowing how to fly, the airplane must plunge through the skies at break-neck speed, or wind up on the ground as a pile of fragile trash. All we have done in the 43 years has been in the direction of getting more speed out of the airplane, and this effort, far from making it more attractive to a wide market, has lifted it further and further out of the financial reach of millions.

What would it mean if the conventional airplane could be designed to fly safely low and slow? It is probable such an improvement would mean more to personal flying than any other single improvement including roadability.

An airplane that can be flown slowly with safety, would, of course, land slowly. It could take off at a slower speed and therefore with a shorter run. Here is an effect on the whole expensive business of providing landing fields for this vehicle which today is so expensive for those who must provide its ground facilities.

Instead of building airports with minimum runways of 1,500 feet for the light planes, runways of 500 feet might be adequate. The difference in acreage required in getting landing fields close in to the homes of airplane owners is apparent. It would mean we could have many times as many airports for the same money. It would mean the average taxpayer would look less suspiciously on airport bond issues.

* * *

Thousands Are Waiting For Slow Flying

MORE IMPORTANT even than reducing the high cost of landing facilities for personal planes is the fact that a slow-flying airplane would be attractive to many thousands more people. Here, imagination must be used because nobody has ever flown in a safe, slow airplane. We can only imagine what it would be like. Perhaps it will help to return to the dreams of childhood when we imagined drifting through the skies like fluffy clouds, or soaring effortlessly like buzzards, or lolling along over a shoreline like a gull.

Having loafed along in a car on a leisurely, sight-seeing drive, any American can imagine what the same sights would be like from 50 to 100 feet above the ground — going at the same speed. We know what those sights are in today's airplane. It's just one grand blur.

Immediately, the "aviation expert" points out the great danger of such "hedge-hopping," but he forgets that an airplane capable of being flown slowly—say 20 to 30 miles an hour—can be landed in almost any small vacant space safely. Even with the engines of today, which still stop while in flight, slow flight would be safe from injuries caused by fast landing.

Any reader can select in his imagination particular flights he would make just for the pure pleasure of seeing things in comfort from the air. Along the automobile roads across our great western plains through monotonously unvarying scenery, there are distant vistas that invite, and no side roads leading to them.

* * *

Public Support Seen For Air "Tours"

AN AERIAL grandstand seat over our National Parks, where, incidentally, airplanes are not allowed to land, would be a breath-taking experience. The opportunities are limitless. This is a huge country.

And just plain laxying along in a summer's evening over the fields and roads and creeks near home, with the kids and the wife aboard —such a pleasure could be sold to men who won't look twice today at the personal airplane.

The history of airplane development has been centered on speed. This is understandable in the field of commercial transportation where speed is the airplane's principal advantage over surface vehicles. Even in the field of the transport plane, however, designers have slighted the question of slow landing speed in favor of increased top speed.

Two results are that any forced landing by an airliner not on an established airport is dangerous, very often fatal, and cities must be urged to build longer and longer runways in order to obtain air service.

Speed in the personal plane has pushed comfort, quietness and even safety aside. The average personal airplanes today land and take off no better than those in 1927. We must still spend many hours and much money learning how to come down to the ground safely in planes that land between 35 and 70 miles an hour. How many customers has this feature scared away from flying?

* * *

Two Groups Recognize Slow Possibilities

SOME ENGINEERS point out that the plane carries along enough power to enable it to fly slowly as well as fast, if only this power were properly applied. This still is only an academic question, but the Airplane Owners and Pilots' Assn. has lifted it to public attention by suggesting to the National Advisory Committee for Aeronautics that it do something toward producing a plane that will land at 35 miles an hour and have a top speed of 200 miles an hour.

NACA has announced it is going to do something for private flying, and it might even select this AOPA suggestion as one of its projects. Those who have watched the NACA in all its years of "pure research" for the military and for big manufacturers are doubtful, however, they are waiting to be shown.

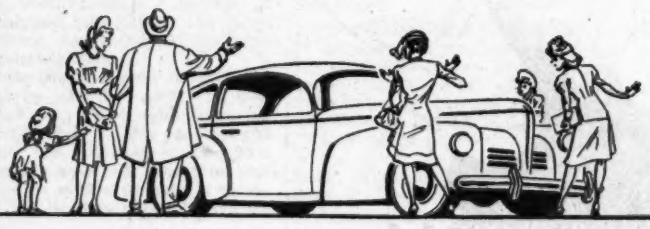
Today, only the helicopter is able to fly low and slow. Only the helicopter can ease along slowly in bad weather, or land in small space. And the helicopter is not very near the average pocketbook when a four-passenger job is announced for $45,000.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

THIS IS THE modern service entrance to Dan Ryan Auto Sales (Nash), Ithaca, N. Y. It is part of a new building, occupying 5,100 square feet of floor space, which was opened recently.

Overwhelmingly...

The motoring public demands greater SEE-ability!



SAE and newspaper-sponsored surveys emphasize wider windshields and larger windows as "MUSTS" in new car construction.

Prospective buyers of your new automobiles have been heard from. And they've said quite definitely: "One of the things we consider paramount in our new cars is *better vision*. We want larger windows—wider windshields!" They have expressed themselves in this manner because they know that such improvements will provide greater driving safety, add to motoring pleasure, contribute to smarter car appearance.

In selecting safety glass for larger vision panels, you can depend upon Duplate Safety Plate Glass and Duolite Safety Window Glass. Their quality has been proved over many years in the automobile and aviation industries. And behind these products are the vast resources —in research, technical knowledge and manufacturing facilities— which have made "Pittsburgh" one of the world's leading glass-makers.

Whenever you have a glazing problem involved in the design and construction of your cars, remember that the know-how of our glass experts is at your disposal.

Pittsburgh Plate Glass Company, 2202-6 Grant Building, Pittsburgh 19, Pa.

Safety Glass
"BY PITTSBURGH"

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

—Auto Advertising—

Advertisers Urged To Explain Business

By Bob Finlay

An appeal to the nation's advertisers to use 10 percent of their advertising appropriations to explain the operation of American business to the public, thus offsetting attempts to discredit business enterprise and divide big and small business, was made by Don Belding, board chairman of Foote, Cone & Belding at the annual convention in New York of the American Assn. of Advertising Agencies.

"When you talk to people in lower income levels," he warned, "you find a large majority who wonder if the American capitalistic system is really right. Our business enterprise, both private and corporate, is in competition with foreigners who would impose on the world a freedomless philosophy of government. We must fight now or probably die later because the forces against us are too strong to ignore."

At the convention, AAA decided to sponsor a nationwide screening test to attract high-caliber young people to advertising agencies.

Results of the aptitude examinations will be furnished to agencies throughout the country. High-ranking candidates will be interviewed for jobs.

The program is expected to start in the summer of 1947.

Sigurd S. Larmon, head of Young & Rubicam, Inc., was elected board chairman. Frederic R. Gamble was reelected president. Among directors-at-large elected were James R. Adams, president of MacManus, John & Adams, Inc.

Guardian

"Advertising guarantees rather than obstructs freedom of the press," Brig. Gen. Julius Ochs Adler, general manager of the *New York Times*, told New York school teachers last week at the eighth session of a lecture course on "The Newspaper—Day by Day," at Times Hall.

Gen. Adler said that newspaper advertising stimulates mass production, gives the consumer the protection of free competition, and creates brand identities, standardizing the quality of the goods purchased.

Talk of attempts by advertisers to influence publishers is "largely a fiction," he said, adding:

"Advertisers are business men who advertise because it helps their business, and it would be just as surprising to find them attempting to dictate policies to a newspaper as to find a *Times* executive in the office of the president of one of New York's leading department stores, instructing him on the line of lingerie he should buy and the prices he should charge."

Mercready Expanding

Thomas W. Hall has joined Mercready & Co., Newark, industrial sales promotion, as vice-president. Hall had been manager of advertising and sales promotion at Elastic Stop Nut.

Mercready also announced formation of a consumer department with Henry T. (Nick) Gayley jr. in charge.

This, said President Herb Mercready, does not mean that "we are going to become a general agency," but points up the fact that today many industrial products also have a consumer application. The firm now has 25 accounts.

Small Towns

The importance of the small town in the retail distribution picture is stressed in a new advertising campaign recently launched by *Pathfinder* magazine and appearing in metropolitan papers throughout the country.

The advertisements point out that, in a seller's market such as exists today, there may be a tendency to ship the shortest hauls and supply the largest outlets — which usually means the larger cities — to the neglect of dealers in smaller communities.

But this, the messages emphasize, is a mistake from a long range point of view, because of the small town's importance in the national economy.

The advertisements claim that 56 percent of the nation's retail outlets and 48 percent of the country's consumers are in towns of less than 25,000 population. Places of less than 25,000 population account for 81 percent of all automobile dealers.

Tribune

The *Chicago Tribune* has purchased the Nielsen radio index, reports C. M. Campbell, in charge of both the *Tribune* advertising department and the newspaper's radio interests.

The *Tribune* also has completed its 1946 Chicago land map.

Why Not?

"Many companies spend a great deal of time and money on the preparation of informative literature covering their products, service and other useful information and then do nothing about seeing that this literature is read," says W. D. Wise, Fruehauf's advertising chief.

"In many ways informative booklets can be the most valuable promotional material that the company issues. Therefore, why not promote the booklets? See that they get to the proper people, both within and without the organization."

On Hydrovac

With the introduction of the new Model C Bendix Hydrovac hydraulic-vacuum power braking unit, a new line of descriptive literature is being offered by Bendix Products division of Bendix Aviation.

WITH A FACE LIFTING and new paint, the seven huge signboards, with a combined area of 10,500 square feet, will continue to tell the story of Bendix Products to travelers on New York Central railroad and Chicago South Shore and South Bend Electric lines.

Chicago Guide

The 11th annual edition of the "Buyers' Guide and Industrial Directory of Chicago" is now being distributed by the Chicago Assn. of Commerce.

Names

Franklin D. Walker has joined the public-relations staff of Fairchild Engine & Airplane Corp. as editor of *The Pegasus*, monthly aviation magazine.

Joseph E. Conklin has joined the eastern advertising staff of *Liberty* magazine after completing four and a half years' service with the U. S. Army.

Maximum Commissions to Producers

Specialists in Automobile Finance Insurance

For Finance Companies and Dealers Financing Their Own Time-Sales

Write for Full Particulars

RESOLUTE FIRE INSURANCE CO.

A New England Stock Company Organized in 1928

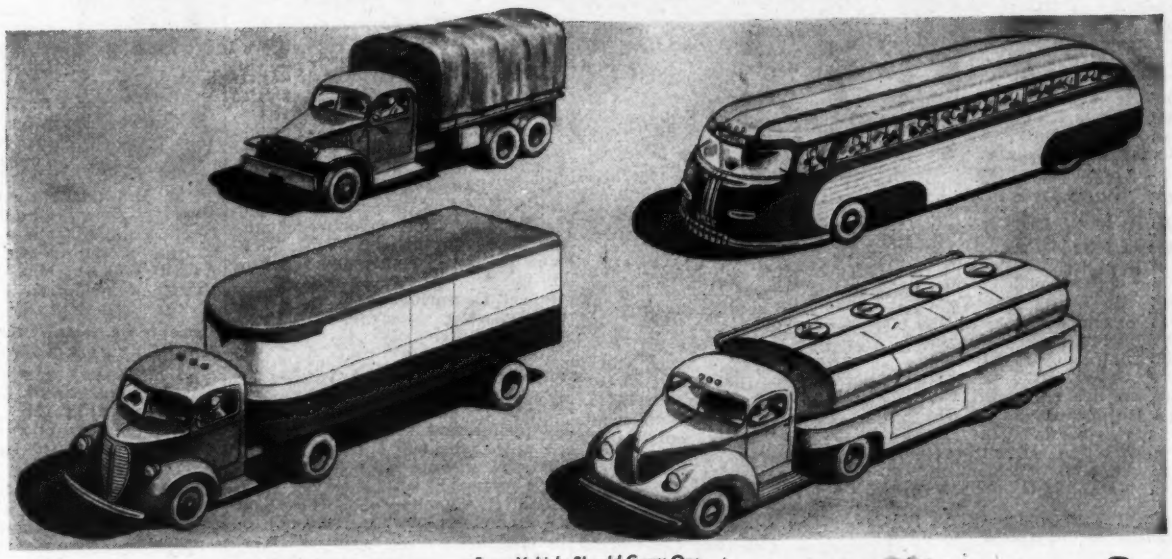
350 MAIN ST.
HARTFORD 4, CONN.

NOW

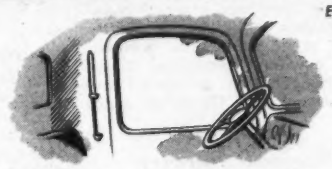
Schrader TIRE PRESSURE GAUGES

REG U.S. PAT OFF

ARE BACK AGAIN—CHROMIUM PLATED



Every Vehicle Should Carry One



Easily Carried With the NEW Hang-up Ring

Check Your Pressures Before and After Inflation

During the war, Schrader Type Tire Pressure Gauges were standard equipment *on every U. S. A. Military pneumatic tired vehicle. Keeping tires inflated to the right pressures was vital to day by day performance. You, too, cannot afford to have costly breakdowns due to underinflated tires.*

PROPER AIR PRESSURE GUARANTEES LONGER TIRE LIFE

Every one of your vehicles should carry a Tire Gauge to take *regular* pressure readings. Urge your drivers and maintenance men to take proper care of their tires. Even an owner of a few heavy duty vehicles can save hundreds of dollars every year if tires are inflated accurately and *kept inflated* at correct pressures. Equip *every* vehicle with a Schrader Gauge as standard equipment. Order your needs from your regular source of supply. Prompt delivery.

THE STANDARD *DUAL* FOOT GAUGE FOR TRUCKS AND BUSSES

"Inner Duals" easily reached for accurate pressure readings. Convenient to carry. Hang-up ring for carrying in every vehicle.

7188BH Gauge Retail Price $4.50
(Subject to usual Fleet Terms)

Schrader
CONTROLS THE AIR

THE DELUXE *DUAL* FOOT TRUTEST SPECIAL

This portable "master gauge" is designed for checking the accuracy of other Tire Gauges and Indicators. Guaranteed for 18 months. Price includes 2 free recalibrations.

8188B Trutest Gauge Retail Price $7.00
(Subject to usual Fleet Terms)

ORIGINATORS OF THE COMPARATIVE AIR LOSS SYSTEM FOR FLAT TIRE PREVENTION

A. SCHRADER'S SON, *Division of Scovill Manufacturing Company, Incorporated*, BROOKLYN 17, NEW YORK

Auto Personnel

Goodrich Promotes Kanavel To Los Angeles Position

Charles H. Kanavel, with B. F. Goodrich since 1933, has been named district manager of the automotive, aviation and government sales division with headquarters in Los Angeles, **G. E. Brunner,** division general manager, announced last week. Kanavel succeeds **Joe E. Earll** who recently resigned to join Pacific Airmotive Corp.

C. H. Kanavel

Kanavel, who has been manager of the company's industrial tire and track department in Akron, is a Purdue graduate where he received a degree in mechanical engineering.

* * *

Harris Gets Polk Post on Motor Statistics

Appointment of **L. S. (Pete) Harris,** for the past five years executive director of the American Assn. of Motor Vehicle Administrators in Washington, D. C., to the position of field supervisor for the motor statistical division of R. L. Polk & Co., Detroit, was announced last week. Harris will handle liaison with state motor vehicle departments in connection with Polk's compilation of information on passenger car and truck registrations for the automotive industry.

From 1935 to 1940 Harris was executive vice-president of the Automobile Contract Carriers Assn., Washington. He was with the motor vehicle department in North Carolina from 1924 to 1935, the last five years as director. From 1914 to 1924, with the exception of two years when he was a first lieutenant in World War I, Harris was an automobile dealer in Raleigh, N. C.

* * *

Pickering Named Executive Of Republic Industries

Capt. Nelson W. Pickering, USNR, has been named executive vice-president of Republic Industries, Inc., 25 Broad St., New York City, control of which was recently acquired by Barium Steel Corp.

Capt. Pickering has just returned to inactive status after serving throughout the war in both the Pacific and European theaters. He has been a vice-president of the National Assn. of Manufacturers, and was at one time president of the National Metal Trades Assn.

* * *

Grote Names Warburton And Kearney in East

H. P. Schade, sales manager of the Grote Automotive division, announces the appointment of **Henry Warburton** to cover Pennsylvania, Maryland, District of Columbia and south Jersey, and George Kearney for North Jersey and New York state.

Schade also said that Grote Mfg. Co. will shortly announce a complete line of safety lighting equipment to be marketed through automotive jobbers.

* * *

Sales Training Director Named by U. S. Rubber

Coordination and direction of sales training activities in all sections of United States Rubber Co.'s tire division will be the responsibility of **William F. Wrightnour,** whose appointment as manager of sales training has been announced by H. N. Hawkes, assistant general manager of the division.

Wrightnour, who has been a leader in the company's sales training and business development programs, will now devote all of his time to sales training direction in order to assist all representatives selling tires distributed by the company, Hawkes explained. He joined U. S. Rubber in 1940.

* * *

Universal Opens Division Office In Minneapolis

Universal CIT Credit Corp. last week announced the removal of its Chicago division office to Minneapolis. The new office, Northwestern Bank Bldg., Minneapolis, will be known as the Twin Cities office, according to **H. W. Tousley,** vice-president and head of the division. The Chicago metropolitan division will change its name to Chicago division.

The firm also announced the opening of 11 branch offices in charge of the following managers: **Frank M. Strieby,** St. Joseph, Mo.; **R. L. Durham** and **R. G. Walker,** Statesville, N. C.; **Jay M. Warsfold,** Fall River, Mass.; **R. S. Pointer,** Muncie, Ind.; **T. W. Moore,** Sarasota, Fla.

Robert H. Kimbrell, Athens, Ga.; **Charles A. Spaulding,** Schenectady, N. Y.; **Charles C. Cook** and **H. M. McCuin,** Plattsburg, N. Y.; **Donald H. Wright,** Grand Forks, N. D.; **J. L. Jackson,** Asheville, N. C.; **Gerald E. Phaneuf,** Detroit.

* * *

Candler Heads Research For Chrysler Export

George V. Candler jr., has been appointed manager of the market research department of Chrysler Export, it is announced by C. B. Thomas, president.

Candler's staff will make a continuous study of the economic status, buying habits, existing and potential markets, and other business conditions in about 100 countries comprising the chief world market outside the United States and Canada. Before the war Candler was with the Latin-American division of the export corporation for several years.

* * *

Lomason Reelected Head Of Douglas & Lomason

Douglas & Lomason Co. elected **W. K. Lomason,** vice-president and treasurer, and **T. S. Hough,** vice-president. Both had previously been directors, and Lomason had also previously served as treasurer.

Other officers reelected were **H. A. Lomason,** president, **W. M. Chapman,** secretary and **C. J. Beck,** assistant secretary. The officers comprise the present Board.

* * *

E. C. Bullard Succeeds Father As President of Firm

E. C. Bullard, vice-president and general manager of Bullard Co. for the past 15 years, has been elected president of the machine tool firm, succeeding to the position held for nearly 40 years by **E. P. Bullard.**

The retiring president has been elected chairman of the board of directors. All directors of the concern were reelected at the annual meeting, with **George L. Todd,** comptroller, elevated to a vice-presidency, and **E. P. Bullard III,** vice-president in charge of manufacturing, being appointed assistant general manager.

EXECUTIVES OF the contract department of the Anglo-California National Bank celebrated the twenty-ninth anniversary of the department at a newspapermen's luncheon Apr. 1 in San Francisco's famed Solari's cafe. The Anglo contract department, established in San Francisco in 1917, was the pioneer bank in automobile financing. I. M. Barnett, assistant vice-president and head of the contract department, is pictured here as he cuts the birthday cake. Standing with Barnett, left to right, are Newt Owen and Herb Johnson, assistant vice-presidents and assistants to Barnett, and Monroe Bloom, advertising manager.

* * *

General Detroit Appoints Leggat-Weir and Wolf

E. A. Warren, vice-president in charge of sales for General Detroit Corp., announces the appointment of two new executives in the sales and advertising departments.

Robert Leggat-Weir has been designated assistant sales manager, and **Preston W. Wolf** has been appointed assistant sales promotion manager.

* * *

Geary Sets Up Company In Stainless Steel Sales

Edward P. Geary, formerly assistant vice-president in charge of sales of Rustless Iron and Steel Corp., announces formation of Geary Stainless Steel Co., sales service engineers, with headquarters at 15 E. 21st St., Baltimore 18, Md., to handle the sales of stainless steels in all

Geary also announces the opening of a Chicago office at 333 N. Michigan Ave., under the supervision of forms.

Robert L. Springer, formerly Chicago district manager of Rustless Iron and Steel.

* * *

Goodrich Chemical Names Burt and Schoenfeld

Appointment of **William I. Burt** as vice-president - manufacturing and **Dr. Frank K. Schoenfeld** as vice-president - technical of B. F. Goodrich Chemical Co., Cleveland, is announced by W. S. Richardson, president.

Burt was formerly general manager of plants, and has been with Goodrich since 1927. Dr. Schoenfeld was formerly technical director for the chemical company and has also been with Goodrich since 1927.

* * *

Smock Succeeds Shroyer As Pa. Road Secretary

Ray F. Smock, Meadville, Pa., who had been assistant secretary of highways since 1943, has been appointed as secretary of highways by Gov. Edward Martin. He succeeds John U. Shroyer, of Shamokin, who was dismissed by the governor because of his determination to run for governor on the Republican ticket in opposition to the party's gubernatorial candidate.

Thomas C. Frame, of Franklin, was named to the post of chief engineer in the Department of Highways. Smock will earn $12,000 a year, Frame $10,000.

* * *

New Divisional Managers Named by Federal-Mogul

Three appointments to the national organization are announced by Don Herr, general manager, Federal-Mogul Service, Coldwater, Mich., division of Federal-Mogul Corp., manufacturer of engine bearings.

James Rankin becomes eastern division manager. He will contact Federal-Mogul Service branches east of the Mississippi River. Rankin has been associated with Federal-Mogul since 1935.

Harley B. Riley has been appointed western division manager, in charge of Service division branch operations west of the Mississippi. He has 21 years' service with the company and will continue to direct the operation of the Federal-Mogul Wichita, Kan. branch.

C. T. Soenke has been appointed field engineer and will work closely with Federal-Mogul engineering and research departments in rendering a complete engineering service to users of Federal-Mogul products.

* * *

Executive Changes Listed In Borg-Warner International

C. S. Davis, president of Borg-Warner Corp., announces that **John W. DeLind jr.** has been elected president of Borg-Warner International Corp., with headquarters in Chicago.

J. W. DeLind

DeLind succeeds **R. W. Gifford,** who becomes chairman of the board of the international corporation, while **J. L. Cunningham** has been named vice-president in charge of automotive parts, and **Arch Black,** vice-president in charge of appliances.

* * *

American Installment Opens Regional Office at Cincy

R. F. Given, vice-president and general manager of American Installment Credit Corp., New York city, announces opening of a regional office at 410 Union Central Bldg., Cincinnati.

Robert M. Todd has been appointed regional manager at Cincinnati. Todd joins the organization after serving four years in the Army Air forces.

* * *

Weatherhead Appoints Division Sales Heads

Announcement of the appointment of four divisional sales managers was made last week by **Heyliger Church,** vice-president in charge of sales, Weatherhead Co., Cleveland. **J. A. Strachan** has been made sales manager of the original equipment division, covering the sales of all products to original equipment manufacturers in the refrigeration, air conditioning, railroad, marine, chemical, food and beverage processing, and dairy equipment fields. **D. W. Holmes** becomes sales manager of standard parts division, covering all products sold through distributor channels. **T. V. Scott** is the newly appointed sales manager of the liquefied petroleum products division covering the petroleum and LPG equipment industries.

L. C. Doolittle heads up the aviation division as sales manager of all products to original equipment manufacturers in the aviation, machine tool, metals processing, and machinery fields. All will make their headquarters at Cleveland.

* * *

Crowder Quits Pennsalt

H. L. Crowder, traffic manager of Pennsylvania Salt Mfg. Co. since 1918, has announced his retirement.

J. G. Robinson, assistant to Crowder for many years, has been appointed Pennsalt's new traffic manager. **William J. Robb** has been named assistant traffic manager.

* * *

Hollister Gets N. Y. Job

Appointment of **Edgar P. Hollister** as manager of the New York factory branch has been announced by J. F. Ray, director of sales, General Controls Co., Glendale, Calif.

* * *

Meyer Promoted

Harold S. Meyer has been appointed patent counsel, heading the patent law department of B. F. Goodrich, W. F. Avery, secretary and general counsel, announced last week. Avery had held the post several years previous to his election as chief legal officer following the death of S. M. Jett in 1944.

* * *

U. of W. Honors Semon

Dr. Waldo L. Semon, director of pioneering research of B. F. Goodrich, has been unanimously selected by the Alumni Assn. of the University of Washington, Seattle, as "Alumnus Summa Laude Dignatus" (alumnus worthy of highest praise) of 1946. Dr. Semon will receive the citation in Seattle on June 22.

* * *

Pugh Back with Ford

R. J. Burke, manager of the Atlanta branch of Ford Motor Co., announces the return to the branch of **Noah J. Pugh jr.,** as service representative.

* * *

Named Traffic Chief

Lawrence A. Pomeroy jr. has been appointed traffic manager of National Malleable & Steel Castings Co. He succeeds **Carl L. Stripp,** who retires because of ill health, after 26 years service with National Malleable.

* * *

Adds Broderick in Sales

Edward R. Broderick has joined the sales engineering force of Advance Pressure Castings, Inc., 894 Manhattan Ave., Brooklyn 22, N. Y.

* * *

Autocar Names Lopez

C. E. Lopez for 15 years manager of the Mack factory branch in Rochester, N.Y., has been appointed district manager in charge of Autocar's Albany, N. Y., area. He succeeds **L. E. Harmon** who has been the Autocar district manager in Albany for many years and who was relieved because of ill-health.

ON A TOUR to meet distributors and dealers, Fred Cooper, sales manager of Kaiser-Frazer and Graham-Paige Corps., is shown (above, center) at a luncheon at the Hotel Sheraton, Newark. With him are, left to right, Walter Beinecke jr., of Motor Merchants, Inc., northern New Jersey distributors; Burt Elgin, regional manager, and extreme right, Patrick Gorman, also of Motor Merchants. Cooper told dealers that the companies' production schedule calls for manufacture of 147,000 Kaiser and Fraser cars by the end of this year.

FIRST PILING of the new Ford parts distribution depot in Seattle is inspected by officials. Note steel piling being driven on top of wooden piling. Left to right: W. C. Patterson, branch manager of the Ford Motor Co. in Seattle; Charles E. Denney, president of the Northern Pacific railroad, and Robert S. Macfarlane, president of the Seattle Chamber of Commerce and vice-president of the railroad. It will cost more than a million dollars.

Auto Personnel

New Ferguson Directors Are Young Men

Increasing emergence of comparatively young men into the ranks of industrial leadership is indicated in the recent election of Horace D'Angelo, 40, Harry D. Myers, 41, and Charles R. Vincent, 33, as members of the board of directors of Harry Ferguson, Inc., Detroit.

D'Angelo

D'Angelo is secretary and treasurer of the company. Myers, who has been named vice-president in charge of production, was formerly director of procurement. Vincent is assistant to the president, having moved up from the general sales manager's post.

The election of the three men to added places on the board was announced following the annual stockholders meeting by Roger M. Kyes, president, who himself has just turned 40.

D'Angelo joined Ferguson as secretary and treasurer May 1, 1941. Prior to that he was with Touche, Niven & Co., a national firm of certified public accountants. Myers was director of purchases with Thompson Products, Inc., Cleveland, when he went to Ferguson in January, 1945. Vincent entered Ferguson in June, 1939, starting in parts and service and progressing steadily to the position of general sales manager, and then to assistant to the president.

C. R. Vincent

H. D. Myers

* * *

National Accounts Unit Expanded by Sinclair

Expansion of Sinclair Refining Co.'s National Accounts division under the direction of **William Fletcher Farrell** has been announced by J. E. Dyer, vice-president.

Through personnel located in New York, Atlanta, Chicago, Kansas City and Ft. Worth, the National Accounts division will work to help solve the operating problems of national accounts and to help them to standardize and to simplify their lubrication and fuel schedules, Dyer said.

* * *

Earll Leaves Goodrich For Pacific Airmotive

Appointment of **Joe E. Earll**, for the past 10 years west coast manager of the Aeronautical and Automotive division of B. F. Goodrich Co., as vice-president in charge of merchandising for Pacific Airmotive Corp., Glendale, Calif., is announced by Earl Herring, president of the concern. His headquarters will be at the main office of the corporation, 6265 San Fernando Rd.

Earll has been associated with aviation for many years, having learned to fly in 1917 during World War I. He began his automotive career with Union Carbide & Carbon Corp., Cleveland. In 1936 he joined Goodrich.

* * *

Bendix Products Promotes Rodgers and Miller

With the resignation of **C. J. Boyack** as chief inspector, realignment of the inspection staff, and the appointment of **Cecil E. Rodgers** and **Wayne E. Miller** as chief inspectors of their respective sections was announced last week by Geo. E. Stoll, assistant general manager of Bendix Products.

Wayne E. Miller, now chief inspector of the automotive section, will direct the inspection of Bendix brakes, B-K devices, and Bendix-Weiss universal joints. He came to Bendix in 1925 when the corporation was pioneering the first four-wheel brakes for automobiles. Cecil E. Rodgers, chief inspector of the aircraft section, will direct and supervise all inspection of landing gear, fuel systems, wheels, brakes, master cylinders, and allied parts. Rodgers came to Bendix in 1934.

JACK L. CARMITCHEAL, formerly general sales manager, has been elected vice-president in charge of sales of the Lincoln Engineering Co., St. Louis.

* * *

Heintz Named to Head Sales of Elastic Stop Nut

Charles E. Heintz, who has been general sales manager of Elastic Stop Nut Corp. of America, Union, N. J., for the past two years, has been elected vice-president in charge of ESNA's sales, it is announced by John R. Munn, president.

C. E. Heintz

Heintz is a graduate of Stevens Institute of Technology and the graduate school of engineering at Harvard University, and has spent many years in the sales engineering field.

* * *

Ripley Gets L. A. Post

Appointment of **Robert L. Ripley** as territorial representative for Pennsylvania Rubber Co. in Los Angeles has been announced by R. D. Cave, vice-president in charge of sales. Ripley's assignment will be in the inter-mountain area under the direction of the Los Angeles branch.

* * *

Ford Promotes Wolfe

Arthur C. Wolf has been appointed Lincoln-Mercury district supervisor with headquarters here in Indianapolis. An employee of Ford Motor since 1932, he recently was discharged from the army with the rank of lieutenant colonel after four years of service. He was sales manager of the Indianapolis Ford branch before the war.

* * *

Galvin Appoints Kelley

W. H. Kelley, general sales manager, Galvin Mfg. Corp., makers of Motorola radios, last week announced the appointment of **A. S. Miller** as regional sales manager, Detroit and Cincinnati area. He comes to Motorola with more than 20 years merchandising experience obtained with such companies as Goodhousekeeping Shop, Detroit; Apex Electrical, Cleveland; Kelvinator, Leonard Refrigerator and Brunswick Balke Collender.

* * *

Anderson Named

Thermoid Co., Trenton, N. J., announces the appointment of **H. C. Anderson** as director of research.

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TRAILERS
One and Two Wheel
DISTRIBUTORS WANTED
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TRAILER DIVISION
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"Our association, directly or indirectly, as a customer of your good company, dates back to 1925 and I hope our very pleasant business relationship will continue for a long time in the future.

"I think it only fitting to tell you that I will ever remember very distinctly the excellent service and fair treatment your company has always extended to our organization, even during the depression years and the Bank Holiday period, when a dealer really needed an UNDERSTANDING finance company connection."

Leonard H. Kvam
President,
Kvam Motor Company
Milwaukee, Wisc.
Chrysler and Plymouth Cars

COMMERCIAL CREDIT PLAN
THE PAY WAY THAT FITS YOUR PAY DAY

COMMERCIAL CREDIT COMPANY
BALTIMORE 2, MARYLAND
Capital and Surplus more than $80,000,000

AUTOMOTIVE WASHINGTON

Veterans Get Break On Production Jobs

By William Ullman

THE PLACEMENT rate of veterans on jobs in manufacturing is higher than that for non-veterans, A. F. Hinrichs, acting commissioner of the Bureau of Labor Statistics, U. S. Department of Labor, said last week. In most industries the layoff and dismissal of veterans is less than half that among non-veterans, he asserts.

The monthly survey shows that as of Dec. 31 more than 1,100,000 veterans were in manufacturing alone, despite the fact that the total number of jobs has gone down 2,000,000 since V-J Day.

Hinrichs points out:

"During the month of December over two-fifths of all persons hired by manufacturing industries were veterans. Even more significant is the fact that in the better paying industries the ratio was even higher," he said.

Ullman

Hinrichs asserts this does not mean that jobs have been opening up fast enough to keep pace with the rate of demobilization. Although employment is rising, the veterans' rate of demobilization has exceeded job openings. Approximately 1,500,000 veterans are receiving unemployment compensation now which indicates the need for intensified efforts, especially at the community level, in effecting their speedy absorption into useful peacetime employment.

Employment opportunities for disabled veterans appear to be more restricted. Approximately one out of eight have been able to find suitable employment.

During the transition period the turnover of veterans is faster than for non-veterans. The survey indicates that while 37 of every 1,000 non-veterans quit their jobs in December, the corresponding rate for veterans was 57. A partial explanation for such a higher rate may be found in the fact that the quit rate for recently hired workers is usually higher than for the longer service employes. For every 1,000 veterans on the payroll, 10 were laid off or discharged while the corresponding rate for non-veterans was 20.

* * *

Savings and Loan Assets Increase 17 Percent

THE WARTIME and postwar growth of savings and loan associations is illustrated by a report of the Federal Home Loan Bank System showing that these institutions increased their assets by 17 percent during 1945, to a total of about $8,715,000,000.

The 150 largest are located in 31 states and the District of Columbia. Ohio has the largest number, 27, New York 19 and California 14.

Of the 150 top associations, 139 are members of the Federal Home Loan Bank System and 115 of these carry insurance of their investors' accounts through the Federal Savings and Loan Insurance Corp.

At the end of 1945 there were about 6,130 operating savings and loan associations in the nation. Of these, 3,656 with estimated resources of $7,700,000,000, or almost 90 percent of the total assets for the industry, are member institutions of the Federal Home Loan Bank System.

* * *

Public Recreation Area Set for Fontana Dam

AN EXTENSIVE public recreation area is to be established this summer at Fontana Dam, adjoining the Great Smoky Mountains National Park in the mountains of western North Carolina. It will be known as Fontana Village.

President Truman recently gave the necessary approval under which the village of several hundred cottages, which housed TVA construction workers, together with a boat dock site on Fontana Lake, and other TVA properties will be leased for a 30-year term to Government Services, Inc., a nonprofit distributing corporation operating cafeterias and recreational facilities in Washington.

This is the highest dam east of the Mississippi river, rising 480 feet above its base, and its approximately three million yards of concrete make it the fourth largest in the world among dams of its type.

Fontana Dam is located in a wooded mountain region on the Little Tennessee River 68 highway miles from Knoxville, Tenn., and approximately 100 miles west of Asheville, N. C. It is a storage dam on a tributary of the Tennessee River system, forming a lake 30 miles long.

* * *

Interest Revives Again In Resource Drain

IT SEEMS that pessimism is abroad again, this time with the idea that the demands of the war have so reduced our reserves of natural resources that we are a "have-not" nation and in the future must get most of our supplies of raw materials from abroad.

The idea is not a new one. It began in 1938 when the New Deal set up an investigating body called the "Temporary National Economic Committee" to search out the underlying economic causes of unemployment. This committee came up with the astonishing conclusion that the United States was suffering from "economic maturity," brought about among other things by our lack of a "frontier" for new expansion.

The "have-not theory" was a natural outgrowth of the fable that our economy was suffering from senility, and was picked up and expanded by many economists to explain the depression.

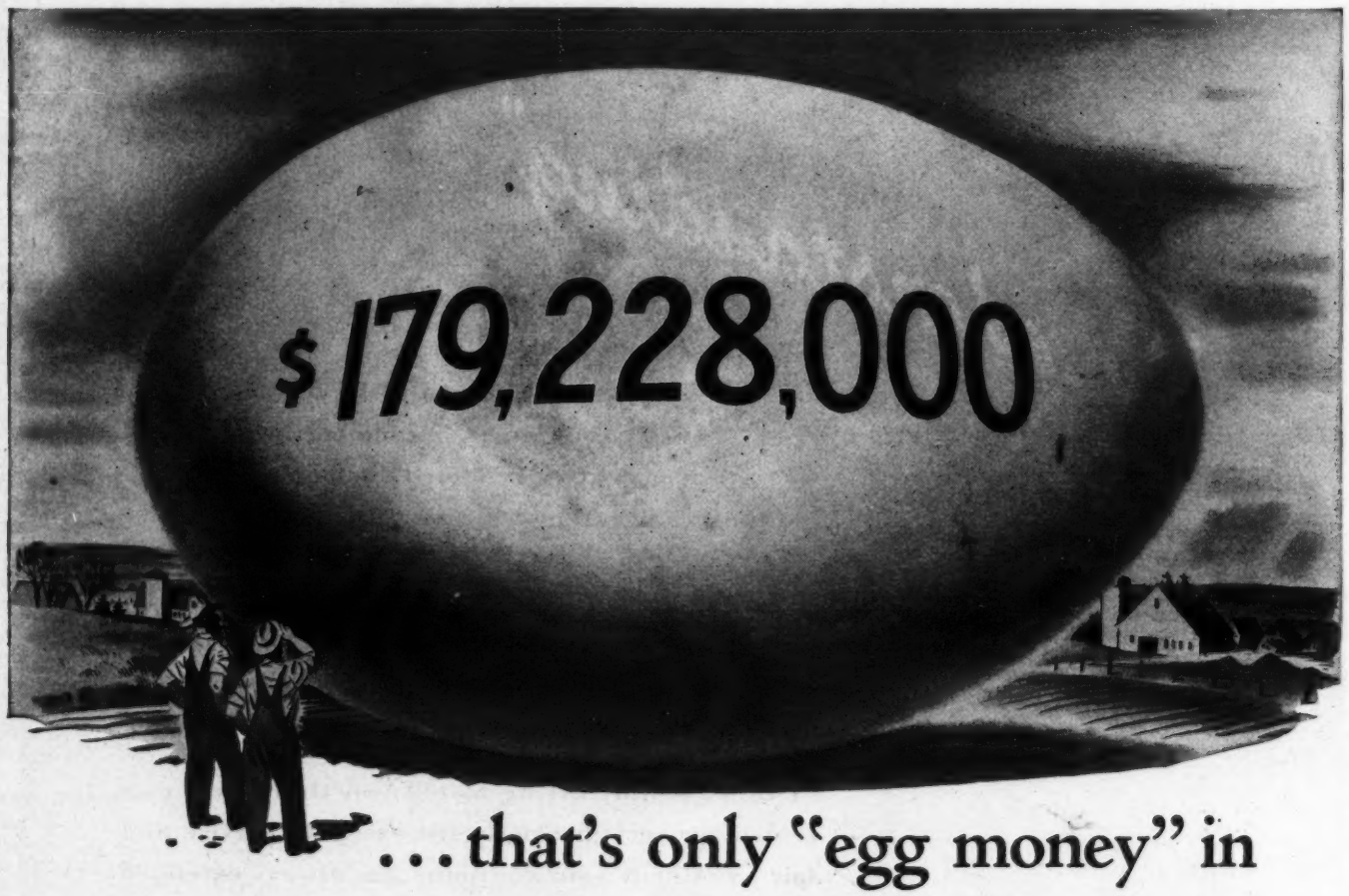
The "have-not theory," as applied to mineral resources, was given impetus by an article by one of the leading mineral economists. Using a statistical approach, he came to the conclusion that, although we have ample reserves of a few of our basic minerals, many of them are fast nearing the point of exhaustion.

The article brought forth a storm of protests by leading mining engineers who point out that at no time in the past have our known reserves been many years ahead of our known demands, and that shortages and higher prices have always stimulated prospecting and the utilization of lower-grade deposits.

* * *

Well Rounded Security Urged by C of C

BUSINESSMEN accept the objective of greatest possible coverage as necessary for a well-rounded social security system and they favor the financing of the program through joint contributions, Dr. Emerson P. Schmidt of the U. S. Chamber of Commerce told the House Ways and Means Committee.



...that's only "egg money" in

The Golden Crescent

ON FARMS in years gone by, "egg money" was the small change a farm wife kept for pin money. Today in *The Golden Crescent*—the rich rural area embracing the states of Michigan, Ohio and Pennsylvania—a year's cash receipts for eggs alone totaled $179,228,000. That's 13.4% of all the egg money earned in the United States in 1944. Cash receipts for eggs and poultry together in *The Golden Crescent* added up to $283,848,000—12.4% of all U. S. egg and poultry sales.

That's just one reason why farmers in *The Golden Crescent* enjoy good year-'round incomes... why their cash reserves in War Bonds and savings are so high... why 70.4% of their farms are *fully owned*. That's 70.4% of land and buildings valued at $2,254,463,470!

HERE IS A WAITING MARKET... with money... with urban tastes for branded, advertised goods... with a long list of wants which they can satisfy as soon as manufacturers offer them the things they need and want. *The Golden Crescent* is a *compact market of three million farm folks*... which can be covered thoroughly and easily by three well-read and trusted publications—MICHIGAN FARMER, OHIO FARMER and PENNSYLVANIA FARMER.

You can reach these people with *your* sales story, using *only three* publications. If you want a slice of that hundred and seventy-nine millions in "egg money"—tell your story to *The Golden Crescent!*

The Golden Crescent

RURALLY RICH—POLITICALLY POWERFUL

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THE Elks MAGAZINE

Despite U. S. Green Light . . .

Materials, Labor Peril Some Road Projects

WASHINGTON.—State highway construction throughout the nation was given new encouragement last week when materials for roads were declared exempt from federal priorities imposed to speed the housing program.

But, engineers point out, materials and labor shortages will still act as a brake on road building in some states.

In 19 states alone, more than one billion dollars worth of highway construction has been approved, according to the American Public Works Assn. Emphasis of many state highway construction programs, however, is on secondary or farm-to-market roads though trunkline highways are getting their share of attention.

The difficulty of determining costs in the face of rising labor and materials markets is another snag retarding immediate construction in some states, it is said.

In an effort to keep prices down, the federal government has notified states that it will not participate in any building program in which the costs of materials are more than 135 percent of the 1940 costs.

In the farm-to-market category, Kansas plans to spend $20,000,000 in from three to 10 years on 20,000 miles of country roads. Pennsylvania is planning a 1,000-mile rural road program to cost $10,000,000, and the Mississippi legislature has earmarked $5,000,000 for county roads.

Oklahoma intends to spend more than $27,000,000 this year on road-improvements, including completion of its farm-to-market system.

Illinois expects to have its $15,000,000 rural road program well underway by summer as part of its $100,000,000 highway program. Texas is letting its first postwar contracts in the state's 7,205-mile farm-to-market program.

New Jersey is starting work this year on a state parkway joining the metropolitan area with 175 resort districts. New York's goliath $255,000,000 highway construction program is already initiated by opening of bids for 1946. Michigan is receiving bids on the first part of its $78,000,000 three-year highway building program.

North and South Carolina are both backing construction of paved and country roads. Maryland has made available $25,000,000 for road building this year, and Wyoming has earmarked a like sum for its three-year highway program.

Pittsburgh SAE Meets Apr. 25; 4 Talks Slated

PITTSBURGH.—The Pittsburgh chapter of the Society of Automotive Engineers has scheduled its annual meeting at the University club on Apr. 25, according to C. E. Chambliss jr., program chairman and Buick regional fleet manager.

Four speakers have been booked for the all-day session. They are:

J. E. Gulick, general manager of tire manufacturing of B. F. Goodrich Rubber Co., who will speak on "How Good Is Man-Made Rubber in Tires?"

R. L. Paulson, of the research department of the Service section of General Motors, whose topic will be "Dealer and Fleet Service Plants."

Mel B. Lindquist, director of labor relations of Ford Motor Co., who will deal with "Responsibility in Collective Bargaining."

Ed McCain, president and general manager of Allegheny County Motor Co., who will discuss "Service Control System."

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Nutt Motor Rebuilders, America's leading motor remanufacturers, want top-notch dealers for Nutt Renewed Motor, sensational new motor advancement now being eagerly sought by car owners. Each motor precision built Better-than new in model show-plant, by revolutionary new methods conceded finest in industry.
You can get delivery now on Fords, Plymouths, Dodges, Chevrolets in most models. Each motor makes more than you can by overhauling and carries Certified Gold-seal Guarantee. Profits are clean, quick, certain. Every motor sells another. Only top-notch dealers considered. Write, or better yet, come and see this Great Product, Great Plant.

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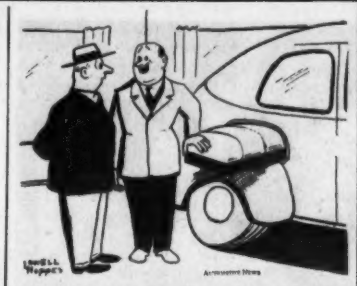


"While our competitor's car seats four in the back, we've gone them one better."

Construction Progresses On Bearing Plant

SANDUSKY, O.—Steel is going up for the first building of the group for New Departure division of General Motors here.

It is hoped to have all of the steel for the engineering and facilities building in position within a few days. The erectors will then start on the steel for the office building. General construction work is progressing steadily and all of the concrete footings have been completed.

U. C. Dealers Blast Results of OPA in Okla.

TULSA, Okla. — Charging that the OPA has fostered and encouraged a "gyp dealer" racket which has inflated the price of used cars and which is generally forcing the dealer out of business, John Felts, president of the Tulsa Used Car Dealers Assn., last week released a survey of sales conditions in this area.

"From 65 to 70 percent of the used cars sold completely by-pass the dealer in order to sell for more than the ceiling price," Felts said. "Furthermore, when we are offered a car by an individual, we find that there is an Arkansas gun or a coon dog worth $500 that has to be sold with the car."

Speaking for the Tulsa organization, Felts said the local industry did not intend to accept the "unfair treatment heaped upon it by Chester Bowles, and the OPA without a bare-fisted fight so that our rights as a part of American business are recognized and respected."

"With 70 percent of our business gone, where are we?" he asked. "As soon as OPA imposed the ceiling, black market came in with its wildly inflated prices. The gyp dealer keeps no records. We who are trying to operate above board are being driven out of business by a practice which is unenforceable."

"Actually, one fourth of all the dealers actively in business when OPA started have since been forced to close their doors," he said. "There has to be a change if we stay in business," he said. "The laborer got an increase, the manufacturer got an increase, the consumer buys for the same or less and the dealer pays the bill."

U. C. Sales Increase 211 In Columbiana County

EAST LIVERPOOL, O.—A total of 704 used motor vehicles changed hands in Columbiana County, O., during March, according to certificates of transfer filed with the county price control board. The sales were up 211 from the 493 recorded in February.

New Dealers in N. Y.

A business name has been filed for Witnauer Motor Service, 158 Central, Lancaster, N. Y., by Howard E. Witnauer.

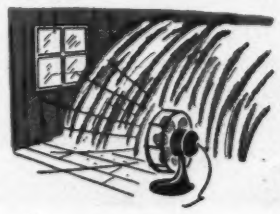
Bumper bonnet crop

. . . coming up! The Mrs. may not get a new Easter bonnet . . . because the Petersons are buying a facial for their farm this spring!

Warned by chaffy ears and some clover failures, alkaline areas and sour spots, L. H. Peterson consulted his county agent, sent soil samples to Iowa State . . . got back a plotted map showing the sick soil locations, and complete prescriptions for fertilizing forage and corn fields. He can reasonably expect in 1946 some 2,000 bushels more of corn . . . ditto on oats . . . on his 388 acres—which ought to buy a lot of Easter bonnets next year!

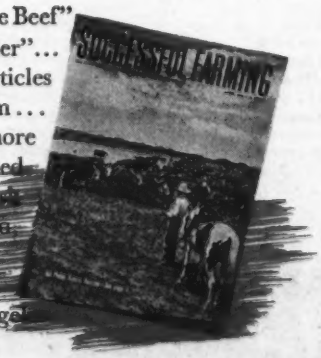
"Pete Doctors His Farm" in SUCCESSFUL FARMING for April (page 24) is a typical story of the new-type successful farmer . . . actively aware of the need for perpetuating a neglected national asset—the soil . . . of preserving his farm capital, using science and common sense to better his business and his profits . . . It is likewise a significant story for advertisers, indicative of modern farming as a stable and prosperous industry . . . and of the million plus farmers of the thirteen Heart states, plus New York and Pennsylvania, who make SUCCESSFUL FARMING a major medium to an important segment of the national market!

Air conditioned hay . . . full details of new techniques of drying fresh cut forage under cover . . . saves as much as 60% of the vitamins and food values formerly lost to sun and rain . . . keeps livestock better fed at lower costs . . . See page 28.



Bottoms up! . . . forecast of farm products export in 1950 has lard up 213% over 1935-39 . . . eggs even . . . cotton down 20% . . . "Your Markets Overseas —Are They Important?" . . . page 21.

Also . . . "Pastures Make More Beef" . . . "New Hope for the Shy Breeder" . . . dozens of other firsts in farm articles which make SF first on the farm . . . among the first farmers . . . more than a million subscribers backed by billions! For more facts . . . ask any office . . . SUCCESSFUL FARMING. Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles



Baltimore Sales Total 247 in Jan. and Feb.

BALTIMORE. — January and February sales of new cars here totaled 247 compared with 4,000 in the same period in 1941, Cavendish Darrell, manager, Automobile Trade Assn. of Maryland said last week.

While the short supply of new cars continues, drivers keep their worn models running and are using 2½ gallons of oil for each 100 gallons of gasoline used as compared with 1½ gallons before the war. The oil is from 30 to 40 percent heavier than that used five years ago, according to service departments.

Repair shops are flooded with jobs, it is reported. Several weeks and, in some cases, months will be required to reduce this high volume of work.

The condition is aggravated further by the shortage of replacement parts. There is some optimism, however, that there will be relief from the tire shortage before there is relief in other lines.

IT'S TIME OUT for conversation as W. Robert Mitchell, vice-president of Grant Advertising Agency; Jim Carroll, Macfadden Men's Group, and Hal Winter, media director of Grant, get together at the premier luncheon for Sport, the forthcoming Macfadden magazine. The event was held in the Hunt Room of the "21" Club in New York.

Battery Makers To Meet in May

CLEVELAND.—Members of the Assn. of Battery Manufacturers will conduct their annual spring meeting May 22-24 at the Statler hotel, Cleveland, it has been announced by Commissioner V. L. Smithers.

Members of the board of directors, the Merchandising and Supplier divisions, the Technical and the Traffic committees will meet May 22, with the general sessions scheduled to begin on the following day. During the general meeting the problems of the industry, especially the lead shortage, will be discussed.

Elliott Moves

Elliott Motor Co. (Chrysler-Plymouth), Columbia, Tenn., has moved from 803 Woodland to 1503 S. Main.

In the Hopper

Transportation Survey Planned by Senate

A survey of transportation would be authorized by a resolution now on the Senate calendar. It may be amended to include coastal and intercoastal water transportation. The Senate has appropriated $5,000 for the survey.

It is reported that the inquiry will be conducted by the Interstate Commerce committee.

* * *

Sick Pay by Employers Studied in New Jersey

New Jersey employers would be required to meet minimum insurance standards under a sickness benefit plan proposed by the State Postwar Economic Development commission in a report and sample bills submitted last week to the state legislature. It is generally understood that the plan was offered for study purposes, since the regular 1946 session of the legislature was drawing to a close at the time the report was submitted. The commission's main proposal was that each worker contribute ½ of one percent of his salary up to $46 a week and that employers be required to contribute any cost in excess of the employe or worker contribution.

* * *

Permanent Tags in Md.

Maryland will provide permanent motor vehicle license tags next year, it was announced last week by Gov. Herbert R. O'Conor. Under the new system, motorists will get permanent license numbers, with new date clips attached to the license tags each year. The permanent plates will be made of aluminum and the state will return to the two-plate system, with front and rear plates.

* * *

Drivers' License Upped

Mississippi's legislature gave final approval last week to a bill to increase from 25 to 50 cents the annual fee for a driver's license. Also enacted was a measure increasing from 52 to 100 the number of state highway patrolmen.

* * *

War Act Repealed

Gov. Dewey has signed a bill repealing New York state's War Emergency act which permitted youths of 17 years of age to secure senior motor vehicle operator's licenses.The minimum age for senior licenses goes back to 18 years. Youths under 18 may obtain junior licenses.

* * *

Hit New La. Taxes

Opposition to the imposition of any new state taxes of any kind has been expressed by the Louisiana Motor Transport Assn.

AERA Forced To Hold 'Phantom' Conclave Again

INDIANAPOLIS. — The annual convention planned for this year by Automotive Engine Rebuilders Assn. has been called off because of inability to get sufficient hotel reservations, R. G. Patterson, executive vice-president, announced last week.

It normally takes from 600 to 700 rooms to adequately house the delegates to an AERA convention. While tentative reservations had been made for a convention this year, the hotel where the reservations had been made recently informed the association it could only provide 250 rooms.

In the absence of a regular prewar type convention the association plans to hold a so-called "phantom convention" similar to the one that was held last year where the proceedings of the convention were recorded and sent to all of the members.

Cole of Studebaker Made '500' Technical Chairman

INDIANAPOLIS. — Roy E. Cole, vice-president in charge of engineering for Studebaker Corp., has been named chairman of the technical committee for the 500-mile auto race here May 30.

Roy E. Cole

Cole is the first to be picked under the Speedway's new policy of selecting a new technical chairman each year from the ranks of automotive engineers. Duties of the race chairman will include the enforcement of specification codes, inspection of cars to assure conformance with safety standards and rulings on track conditions the day of the race.

Never Underestimate the Power of a Woman!

Nor the power of the magazine that attracts more women than any other magazine in the world.

LADIES' HOME JOURNAL

IMMEDIATE DELIVERY
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.

Cities and States Make Plans . . .

Drives for More Taxes Will Affect Dealers

NEW YORK.—Threatening to directly and indirectly increase the automotive industry's tax burden, cities both large and small throughout the country are intensifying their search for new nonproperty tax revenues, it was revealed last week in an analysis of current developments in the field of municipal finance.

Pressure for increased municipal expenditures for payrolls, public works and generally expanded postwar facilities and services is giving unprecedented impetus to the trend of recent years toward the adoption of new municipal taxes and increased municipal sharing in the receipts of state-collected taxes. Automotive taxes have been prominently involved in such steps already taken, as well as in current proposals.

Gasoline taxes and motor vehicle license fees are now among the most frequently shared state taxes, with some 30 states giving a slice of such receipts to local governments. The effect of this tax sharing is to either increase the state tax level or keep it higher than would otherwise be necessary.

This was demonstrated last year when Pennsylvania, instead of permitting a one-cent emergency gasoline tax to expire, reenacted the measure and allocated its yield to municipal subdivisions. Another example was Iowa's enactment of an added one-cent gasoline tax, with 40 percent of its yield allocated to communities.

Pending in the Rhode Island legislature at this writing was a proposal for a one-cent gasoline tax increase to provide additional revenue to municipalities.

In Minnesota there have been suggestions not only for greater municipal sharing in present state taxes, including gasoline and motor vehicle levies, but also for the imposition of new state taxes, such as a general sales tax, to provide new revenue for distribution to political subdivisions.

Detroit and other Michigan cities want a larger slice of that state's sales tax receipts. Revision of Maryland's revenue structure to provide more aid to cities is in prospect, with a 15-member commission studying the problem.

This trend toward increased state aid to local governments has spread rapidly in recent years. Significant as an index to what may come is the fact that last year 10 states increased municipal sharing of state-collected taxes, while four states extended new or additional direct aid to localities. Besides being pressured for a broadening of such programs, state legislatures may be asked in some instances to provide greater stability in assistance to localities along lines taken in New York state this year.

The program enacted in New York state is designed to provide municipalities with definite amounts of financial assistance rather than fluctuating receipts under the former system of sharing state-collected taxes. Main bill in the program was a measure pooling revenue from shared taxes and providing for distribution to municipalities on a per capita basis. Other measures created two "rainy-day" stabilization funds, into which excess revenues from shared taxes will pour in good times, to be drawn up in low-income periods.

Municipalities already are deriving revenue from highway users in a variety of ways. Gasoline taxes are being collected by local governments in Alabama, Florida, Mississippi, Missouri, Nevada, New Mexico and Wyoming. Some Alabama municipalities also levy a tax on lubricating oil.

Authority to impose a local motor vehicle license tax, registration fee, or wheelage tax is held by cities of the following 12 states: Arkansas, Illinois, Kentucky, Missouri, Nebraska, Nevada, North Carolina, South Carolina, Tennessee, Utah, Virginia and Minnesota, although it is not being used in South Dakota and Minnesota.

A number of bills to authorize broadening of local tax bases were introduced this year in the Rhode Island legislature, including measures to authorize Providence and Newport to put new taxes on public transportation vehicles. Mayor James M. Curley of Boston has proposed a Massachusetts state constitutional amendment to enable cities to levy new local taxes, such as general sales taxes.

Omaha late last year enacted a new program of local taxes, including doubled automobile and truck wheel tax rates, but rejected proposals for special taxes on truck and bus terminals. New taxes have more recently been suggested in many other cities throughout the country, including Chicago, Minneapolis and St. Louis.

Toledo took one of the most significant steps in the municipal revenue field this year with the adoption of a one percent municipal income tax, estimated to yield between $3,000,000 and $4,000,000 a year. Inaugurated March 1, the tax is levied on wages, salaries and commissions of all residents and nonresidents earned in Toledo; net profits of all Toledo businesses and professions, or those conducted by nonresidents in Toledo, and on that part of the net profits of corporations earned in Toledo.

The tax on wages and salaries is deductible by employers from pay checks of employes, while those not classified as employes will pay quarterly on declarations of estimated tax.

Although Philadelphia is the only other city in which such a tax is currently effective, the revenue potentialities of municipal income taxes are being considered by many other municipalities. Among the cities where such a levy has been suggested this year are New York, Boston, St. Louis, Minneapolis and Milwaukee, with similar proposals having been raised earlier in numerous others, including Dallas, Providence, Kansas City and Detroit.

In addition to New York City, municipal general sales taxes also are currently effective in New Orleans, Atlantic City, San Bernardino and Santa Barbara, Calif., and Charleston and Huntington, W. Va.

While the bulk of the nation's municipalities still rely predominantly on the property tax, there already are significant exceptions. According to the Municipal Finance Officers Assn., Milwaukee receives only about 30 percent of its revenue from property taxes which have been relieved by state distributed income taxes.

Property taxes account for only 23 percent of Birmingham's total revenues, with licenses and permits contributing 47 percent. New Orleans gets about 40 percent of its total revenues from its local sales tax.

JOHN HOLMSTROM, vice-president and general manager of Kenworth Motor Truck Corp., looks on while Vernon A. Smith, vice-president and sales manager, congratulates Murray Aitken, plant superintendent, on the completion of the first Kenworth truck to be built in the new plant. Just nine days after the Seattle truck division was installed in new factory, the first chassis, a custom-built, heavy duty model 523, was completed.

"Your paper is really giving us good results, much more than we had anticipated and we are sure any one advertising in your paper is more than pleased with the results obtained." Tow Bar Sales Company, 100 South Clinton Street, Chicago, Illinois.

QUIZ: What Does the FRAM Filcron Mean to Dealers and Manufacturers?

ANSWER: PROFITS!

And here's why!

1 Manufacturers know that Fram oil filters mean longer engine life, an extra sales and merchandising feature, more dealer profits . . . while experience has shown that when Fram filters are adopted as standard equipment, the factory profit from resale cartridges more than offsets original equipment costs.

2 Leading dealers the country over have found that Fram builds sales for accessory departments through the big, steady market for Fram replacement cartridges. Moreover, Fram gives you a strong, widely advertised selling point for your line of cars, tractors or trucks.

3 And in addition, motorists benefit because the amazing new Fram Filcron filter and cartridge make possible micronic filtration . . . the trapping of abrasive particles as small as .000039 of an inch in size. This keeps oil physically, visually clean* . . . saves motor trouble, breakdowns, money. Everyone benefits from Fram! Fram Corporation, Providence 16, R. I. *In Canada:* J. C. Adams Co., Ltd., Toronto.

** Certain heavy-duty oils, due to the detergent additive used, will turn dark in color almost as soon as put into the engine. Where such oils are used, filter cartridges must be changed on a mileage basis.*

Filters embodying the Fram principle of filtration are used on some or all motors made by these manufacturers:

American Fire Apparatus
American-Marsh Pumps
Arnolt Motor Co.
Atlas Imperial Diesel
Autocar
Available
B. F. Avery & Son
Bardco Mfg. Co.
Beck Buses
Biederman Motors
Buda
Chris-Craft
Clark Equipment Co.
Continental
Corbitt
Coube Laboratories
Crosley Corporation
W. S. Darly & Co.
Dart Truck
Diamond T
Fate-Root-Heath
Federal Motor Truck Co.
Ford
Gehl Bros. Mfg. Co.
General Detroit Corp.
Gramm
Gray Marine
Guiberson Diesel
Hercules Motor Corp.
Higgins-Tucker Motor Co.
Hill Diesel
Frank G. Hough Co.
Howe Fire Apparatus Co.
Imperial Bronze Mfg. Co.
Insley Manufacturing
Jensen Bros. Mfg. Co.
Kermath
Lincoln
Mack
Marmon-Herrington
Maxim Motor Co.
Mercury Mfg. Co.
D. W. Onan
Osco Motor Corp.
Pacific Marine
Peter Pirsch & Sons Co.
Reo
Schramm
Scripps
R. H. Sheppard Co.
Star Marine
Studebaker
Superior Coach Corp.
Toro Tractors
Universal Motor
Western-Austin
The White Motor Co.
K. R. Wilson

FRAM Filcron Filter

THE MODERN OIL & MOTOR CLEANER

Dealer Incorporations

3 Dealerships in Ind. File for Incorporation

Three Indiana dealerships have filed incorporation papers.

One is Elwood Motors & Equipment, Inc., Main and First Sts., Elwood, with 1,000 shares of $100 par value capital stock. The incorporators are **Ralph C. Lett, Ben E. Cockrill, Earl Tice** and **Edwin M. Gray.**

Another is Conover Car Service, Inc., 4820 Wegg Ave., East Chicago, with 1,000 shares of no par value capital stock. Incorporators: **William L. Conover, Mary Conover** and **Agga Conover.**

The third is Barkman & Runyan, Inc., 16th and Madison, Muncie, with 250 shares of $100 par value. Incorporators: **Murl Runyan, Ina Runyan, Hallie S. Barkman** and **Hazel Barkman.**

* * *

Del Webb Co. Files

Del E. Webb Equipment Co., which will deal in automobiles, airplanes and machinery, has filed articles of incorporation with the Arizona Corporation commission. **R. A. Becker** and **L. C. Jacobson** are listed as incorporators for firm, which listed capital stock at 5,000 shares with a $100 par value. **Del Webb,** prominent Arizona contractor, is part owner of the New York Yankees, American League baseball team.

* * *

Curtis Gets Franchise

Cleve Curtis has been appointed Plymouth dealer at **Safford, Ariz.** His headquarters are at 706 Fifth Ave.

* * *

Mesa Gets New Firm

Mutual Motors (Ford - Lincoln - Mercury), Mesa, Ariz., has incorporated under Arizona laws. Incorporators are **R. C. Smiley** and **Margaret M. Smiley,** both of Mesa.

* * *

Gaffney Motors, Inc.

Gaffney Motors, Inc., Gaffney, S. C., has been chartered. Officers are **Mrs. Crawford B. Lipscomb,** president and treasurer; **W. M. Poole,** vice-president and secretary.

* * *

Toke Webb Chartered

Toke Webb Motor Co., Inc., Hertford, N. C., has been chartered to buy and sell automobiles. Principals are **J. H. Towe, J. R. Webb** and **Nettie Lee Gregory,** all of Hertford.

* * *

New Little Rock Firm

Associated Automobile Co., Inc., 414 Izard St., Little Rock, Ark., has filed articles of incorporation.

Principals are **K. G. Lancaster,** Little Rock, resident agent; **Ariel G. Lancaster** and **G. H. Kensinger,** Memphis.

* * *

Garveys Get Charter

Tri-Motor Sales Co., Parkersburg, W. Va., has been chartered with authorized capital of $10,000 of which $5,000 is paid in. Principals are **Thomas Garvey, P. J. Garvey** and **Robert Garvey,** all of Parkersburg.

* * *

Martin-McAfee Formed

Martin-McAfee Co., Albany, Ga., has been granted a charter. The capital stock of the corporation is $5,000, with a privilege of increasing to $50,000. Owners are **J. N. Martin, W. F. McAfee, Mrs. J. N. Martin** and **Mrs. W. F. McAfee.**

* * *

New Firm in Roxboro

Bumpass-Long Sales, Roxboro, N. C., has been chartered with authorized capital of $200,000 and subscribed stock of $25,000 to deal in automotive vehicles. Principals are **Robert D. Bumpass, James A. Long** and **Thomas M. Bumpass,** all of Roxboro.

* * *

Sell-Smith in Wausau

Sell-Smith Motor Co. has been incorporated in Wausau, Wis., by **Raymond A. Sell, Robert H. Smith** and **Martha H. Sell,** with 150 shares at $100 each, to deal in cars, tractors, trucks and electrical appliances.

* * *

Ill. Firm Chartered

Metropolitan Chevrolet Co., 413 S. Fourth St., Springfield, Ill., has received a state charter. Incorporators are **T. W. Hoehn, E. W. Bates** and **Irene Lochridge.**

* * *

Wheeling Motors, Inc.

Wheeling Motors, Inc., Wheeling, W. Va., has been chartered with authorized capital of $50,000. Principals are **Luther C. Dulaney, M. M. Robin,** Brooklyn, N. Y., and **S. R. Predmore,** Cincinnati.

* * *

Boone Truck Charters

Boone Truck & Implement Co., Madison, W. Va., has been chartered with authorized capital of $25,000. Principals are **R. C. Williams,** Madison; **Roy Dolin** and **Lawrence Dolin,** of Foster.

* * *

Ellington-Johnson

Ellington - Johnson Motor Co., Greenwood, S. C., has been chartered with authorized capital stock of $25,000. **W. W. Ellington jr.,** is president and treasurer; **D. W. Johnson,** vice-president and secretary.

* * *

Haddad Is Chartered

Haddad Motors, Inc., Madison, W. Va., has been chartered with authorized capital of $25,000 and $10,000 paid in. Principals are **E. E. White, Nathan Haddad** and **Fred Haddad,** all of Madison.

* * *

Dickson Starts Firm

Dickson Motors, Westminster, S. C., has been chartered. Officers are **E. M. Dickson,** president; **Z. T. Abbott,** secretary-treasurer.

* * *

Bolton Chartered

Bolton Motors, Cleveland, has been incorporated by **Peter E. Klein, P. Engel** and **Richard I. Klein.**

* * *

Busse Motors Starts

Busse Motors, Inc., Massillon, O., has been granted a charter. Incorporators are **Albert Mindel, Amy L. Busse** and **Nick Busse.**

* * *

Southern Motors Co.

Southern Motors Co., successor to Pellett Motor Co., has been organized by **Herman Holbrook** and **Tom Elvins.** The firm is at 207 N. Federal Highway, Hollywood, Fla.

* * *

Lilly, Thomas Build

Construction of a concrete block building at 212 Central Ave., Lake Wales, Fla., has been started for Lake Wales Kaiser-Fraser dealership. It will be operated by **Lee Lilly, Orlando,** and **Philip Thomas,** Lakeland.

* * *

Taylorville Formed

Taylorville (Ill.) Motor Sales, Inc., has been formed, the incorporators being **Hyle** and **Josephine Turner** and **Eugene Redfern.** In addition to buying and selling automobiles, the firm will handle agricultural implements.

* * *

Gates Truck Chartered

Articles of incorporation have been filed by **L. O. Gates** Chevrolet Truck Sales, Inc., 333 S. Lafayette Blvd., South Bend, to deal in Chevrolet trucks. Incorporators are **L. O. Gates, Van E. Gates** and **Rose I. Gates.**

* * *

Form Warsaw Motors

Articles of incorporation have been filed by Warsaw Motors, Inc., South Buffalo St., Warsaw, Ind., to sell automobiles. Incorporators are **Russell Wilson, William W. Snyder** and **Seth E. Bowdabaugh.**

* * *

New Greensboro Firm

John Robbins Motor Co., Greensboro, N. C., has been chartered with authorized capital of $50,000 and subscribed stock of $300 to deal in automobiles. Principals are **John A. Robbins, Margaret W. Robbins** and **Elmer C. Jones,** all of Greensboro.

* * *

Brinson & Moye

Brinson & Moye Chevrolet Co., located on Main St., Tarboro, N. C., will be housed in a new all-concrete and brick building as soon as construction now underway is completed.

* * *

Singleton & McMillan

Singleton & McMillan, Inc., of Red Springs, N. C., has been chartered with authorized capital of $100,000 and subscribed stock of $18,100 to buy and sell automobiles. Principals are **J. A. Singleton jr., R. D. McMillan** and **G. F. Spell,** all of Red Springs.

* * *

Rea Motors Chartered

W. C. Rea Motors Co. has been incorporated with capital of $25,000 by **W. C. Rea, Ethel Rea** and **R. M. Ragsdale,** to engage in general auto and service business in Wenatchee, Wash.

* * *

Poe Incorporates

Fred Poe and Hortense Poe of Little Rock, Ark., have incorporated Poe Motor Co. of North Little Rock. **C. R. Ledbetter** of Little Rock, also an incorporator, is resident agent.

* * *

Dependable Motor Sales

Dependable Motor Sales, Inc., Charleston, W. Va., has been chartered with authorized capital of $50,000. Principals are **William R. Murphy, Judith Hutchinson** and **William Harold Gravely,** all of Charleston.

* * *

City Sales Chartered

City Sales Co., North Wilkesboro, N. C., has been chartered with authorized capital of $100,000 and subscribed stock of $18,000 to deal in automobiles. Principals are **W. P. Billings, A. H. Lovette** and **Odel Whittington jr.,** all of North Wilkesboro.

* * *

Lexington Chartered

Lexington Motors, Inc., Lexington, S. C., has been chartered. **Charles I. Dial** is president and treasurer; **Sarah Smith,** vice-president and secretary.

* * *

Massillon, Nash, Inc.

Massillon Nash, Inc., Massillon, O., has been incorporated. Incorporators are **James Antenuel, Donald Sheehan** and **John J. Sheehan.** The dealership will maintain a sales and service plant at 405 Parkview Ave., N.E.

* * *

Hanshaw Incorporates

Hanshaw Motors Sales, Inc., Charleston, W. Va., has received a charter. It was incorporated by **W. W. Hanshaw sr., Woodrow W. Hanshaw,** and **W. W. Hanshaw,** all of Charleston.

* * *

Tabit Incorporates

Tabit Motors, Inc., of Montgomery, W. Va., has been chartered with authorized capital stock of $50,000. Principals are **Joe Tabit, Andrew Tabit** and **Michael Farah,** all of Montgomery.

* * *

Camden Nash Co. Formed

Kenneth Atkins and **Thomas Patton** have formed the Camden Nash Co., Camden, Ark., and will construct a new brick building. It has the franchise for Ouachita county.

* * *

Pulis Johnson Co.

Cutchall Motor Co. (Ford-Mercury), Grinnell, Ia., has changed the name to Pulis-Johnson Co. **W. W. Johnson** is manager and **J. C. Pulis,** vice-president. There is no change in ownership.

* * *

Triad Chartered

A charter has been granted to Triad Motors, Inc., Wellsburg, W. Va. The principals are **William H. Hanna** and **William H. Worthen,** both of Wellsburg, and **Oliver B. Vodrey,** East Liverpool, O.

* * *

Fedder Motor Formed

Articles of incorporation have been filed with the Indiana secretary of state by the Fedder Motor Sales, Inc., 209-211 Franklin St., Michigan City, Ind. The corporation has 100 shares of no par value capital stock. Incorporators are **Raymond J. Fedder, James L. Fedder** and **Francis G. Fedder.**

* * *

New Jacksonville Firm

North Florida Motor Co., Jacksonville, has been granted a charter to buy, sell and repair motor vehicles. **Hal L. Lynch, Finney P. Lynch** and **Walter A. McRae,** all of Jacksonville, chartered the concern.

* * *

Langlade Motors

Langlade Motors, Inc., Antigo, Wis., has been chartered to deal in autos, trucks, tractors and other motor vehicles. Icorporators are **L. B. Johns, Catherine M. Leonard, Vernon J. McHale.**

* * *

Dalton Chartered

Virginia Corp. commission has granted a charter to Dalton Motor Co., of Radford, with a maximum capital of $25,000 and headed by **Harley Dalton,** to deal in automobiles and other motor vehicles and machinery.

* * *

Dealer Chartered

Reo Truck & Bus Co., Charlotte, N. C., has been chartered with authorized capital of $100,000 to deal in automobile sales and service. Principals are **C. W. Witherow; William Witherow,** both of Winston-Salem, and **A. W. Harrison,** of Charlotte.

* * *

Weber-Duren Formed

Incorporation papers have been filed for Weber-Duren, Inc., Milwaukee, to buy, sell and deal in all kinds of motor vehicles. Incorporators are **Albert P.** and **Lorna L. Duren, F. G. Weber.**

* * *

New S. C. Tire Firm

Capitalized at $25,000, Whitlock Tire Service, Inc., has been organized in Spartanburg, S. C., to deal in automobile tires. **R. P. Whitlock** is president.

* * *

Ouachita Gets Charter

Ouachita Motor Co., Inc., 670 Ouachita Ave., Hot Springs, Ark., has been chartered with authorized capital of $100,000, of which $10,000 is paid in. Principals are **O. J. Allen,** resident agent; **J. A. Hensley, Mrs. J. A. Hensley** and **Mrs. O. J. Allen.**

* * *

Michler Formed

Michler Auto Supply, Inc., Fond du Lac, Wis., has been organized to "manufacture, buy, sell and deal in, at wholesale and retail," automobiles, trucks, etc. The incorporators are **K. M. McLeod, Joseph D. Donahue** and **K. M. Schmitt.** Fifty shares of stock at $1 each have been authorized.

* * *

North Incorporates

North Motor Sales, Stevens Point, Wis., has been incorporated with 250 shares of stock at $100 each. Incorporators are **O. A. Larsen, Ross L.** and **Clare Preville Waser** and **John A. Covant.** Pontiac cars will be sold.

* * *

Erickson Chartered

Erickson Motor Co., Coon Valley, Wis., has been incorporated with 1,000 shares at $100 each, to deal in motor vehicles. Organizers are **Henry, Alfred** and **Leif Erickson.**

* * *

Reiland Organized

Reiland Pontiac, Inc., Wisconsin Rapids, Wis., has been formed by **George, Mary** and **Paul Reiland,** with 250 shares at $100 each.

* * *

Harrison Chartered

Harrison Motors, Henderson, N. C., has been chartered with authorized capital of $50,000 as automotive dealership. Principals are **C. H. Rawls,** Raleigh; **William H. Everett,** Williamston; **Ernest G. Harrison,** of Henderson.

* * *

Waukesha Truck Sales

Waukesha Truck Sales & Service, Inc., Waukesha, Wis., has been formed for the sale and servicing of trucks. Incorporators are **Wilbert L. Turner sr., Herbert H. Brehm.**

* * *

E & W Motor Co., Princeton, W. Va., capitalized at $25,000, has received a charter. Incorporators are **Farris E. Rahall, Clarence C. Elmore** and **J. E. Whitt.**

Before & After . . .

BEFORE AND AFTER photographs of Harlan G. Loud's Ford dealership in Pasadena, Calif. Old-mission style architecture has been supplanted by modern front.

Labor Law Racket

Attorney Warns Businessmen Against Racketeers Who Know Little of Legal Procedure

By Lipman G. Feld
Attorney

NOW with the many problems arising between management and labor in the industrial disorder of the times, a new illegal law practice racket has appeared.

At first glance the dangerous organizations operating in this racket look innocent enough. The average businessman confuses them with the well-known firms of industrial engineers in whom he has the greatest confidence. These latter familiar organizations through years of service have built up fine reputations. There is no doubt that they serve the public interest.

It is a case of "Ike and Mike, they look alike," until, too late, the businessman finds his interests and legal rights in irreparable jeopardy.

The "racketeering" experts profess to be "labor counselors" or "industrial relations consultants." They offer to make a survey of an automobile plant, for example, to prepare the most practical wage scales for efficient operation of the plant.

They may propose to make a complete job evaluation survey of a large automobile dealership with repair, service and finance departments, to show the businessman the state of efficiency in his particular organization. Quite often this preliminary work makes a good impression on the businessman. He begins to have confidence in the "expert."

It is at this point that the similarity between the racketeer and the established industrial engineer ends. The "so-called" labor relations expert takes advantage of his favorable relationship with the businessman and swings out wide and handsome.

* * *

HE ANNOUNCES that he is very familiar with all aspects of labor law as well as industrial relations. He says that he can handle proceedings as well as any attorney. He claims more experience with labor contracts than any attorney with a general practice of law. He begins to represent management before labor boards in labor disputes and also in applications for wage adjustments.

But when it comes time to present a legal brief to the board, he must bluff. He has no secure knowledge of administrative law. He does not understand the judicial temperament or approach.

Where appeals are possible, he cannot perfect them. Although he is practicing before a board, a background knowledge of legal rules of procedure and evidence is necessary. The labor union is usually represented before the board by its attorney. The legal members of the board are not impressed by the amateur.

The legitimate industrial engineer is content with his proper function in industrial relations and does not attempt to practice law. The racketeer does not really practice law, either. His fumbling and blundering around in unfamiliar legal grounds, however, often results in disaster for his client.

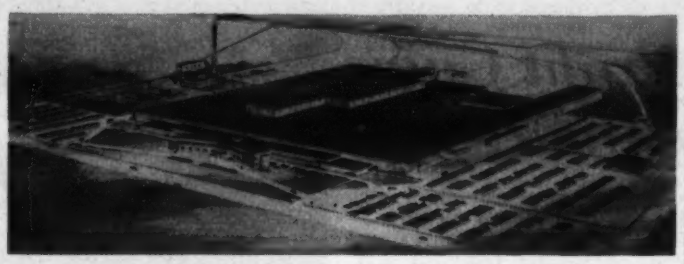
* * *

THE businessman must not only pay a fee to the racketeer running into thousands of dollars, but often he finds himself in a position where not even the best lawyer can help him very much.

It should be emphasized that the great majority of lawyers in state bar associations support committees which take appropriate legal actions to curb these illegal practitioners who bring such great headaches to businessmen.

At this very moment, organizations of labor "experts" are under investigation by state bar associations for illegal practice of law. These committees of lawyers operate on the theory that no one should practice law who is not properly experienced and professionally ethical. They believe that it is to the public interest to curb the activities of these racketeers by taking legal action against them.

When such actions are taken, the businessman who employs the "labor layman" to represent him in legal affairs will not only find that his interests have been poorly represented in labor disputes and applications for wage adjustments, but he will be further embarrassed by the knowledge that the men who represented him in these legal matters are under charges for illegal practice of law.



THIS IS the Buick-Oldsmobile-Pontiac assembly plant being built at Framingham, Mass. The three new plants are expected to be finished in ample time for the next models of the three GM divisions.

Veterans Warned By Minn. Dealers On U. C. Gyps

MINNEAPOLIS. — Alarmed by the increase in the number of returning veterans who believe that they have been "stung" in the purchase of new cars, Glenn B. Atcheson, general manager of Minnesota Automobile Dealers Assn., and Daniel D. O'Connell, veterans' committee, Ramsey County Bar Assn., told GIs that reputable dealers are doing all they can to supply the market.

Atcheson warned about fly-by-night dealers who have entered the business within the past two years. "The best advice we can give the veteran is, first, to investigate the dealer from whom he is buying, find out his past reputation, his facilities for backing up his guarantee and determine if he has investment sufficient to protect his good name.

"The prospective buyer should request a demonstration to satisfy himself that the car is in good running condition," he said

There are profit-making opportunities in AN Want Ads. See inside backcover.

Canadian Dealers Warned to Follow Order in Delivery

MONTREAL. — Orders for new motor vehicles for which purchasers have received priority certificates must be filled by the dealer in the order in which the certificates have been presented to the dealer, officials of the Department of Munitions and Supply have ruled. Priority certificates are issued by the Montreal office of the Wartime Prices and Trade board.

According to the motor vehicle controller, the delivery of new vehicles must be made according to classification of the priority. Between orders of equal priority the date on which the order, accompanied by the priority certificate, is placed with the dealer must decide the precedence in delivery.

To avoid uncertainty on this point, two copies of the certificate are supplied each purchaser who is given a priority. These must both be filled out by the dealer when the order is placed with date and description of the vehicle including model and body type. One copy is held by the customer and one by the dealer.

In case of any difference about the order in which cars or trucks have been supplied to holders of certificates of the same class, the copy of the customer will verify his rights.

Motor Sales

Motor Sales Co., Blytheville, Ark., has filed articles of incorporation to engage in the automobile business, listing capital of 500 shares of no par value stock, with a paid-in capital of $10,000. Principals are E. K. Striegel and Layton Pickard, both of Kennett, Mo., and Hubert Seymour, of Blytheville.

THUNDERING DOWN THE STRETCH
TOGETHER IN BALTIMORE

Rounding the bend into the stretch together are Baltimore's favorite motor fuel and Baltimore's most popular newspaper. Naturally the gasoline that powers more Baltimore cars than any other is regularly advertised in the News-Post — the paper that reaches more homes than any other, and has for 19 years. To make your product set the pace in Baltimore this year, be sure to pick the . . .

1st in the 6th
"best bet in Baltimore"

Baltimore
News-Post

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

On Wall Street . . .

Automotive Profit Gains Seen in July Quarter

By Dana Stuart
Staff Correspondent

NEW YORK.—A compilation of earnings of automotive companies in 1945 discloses that 50 representative manufacturers had aggregate net income larger than in 1944.

When the results of General Motors and Chrysler, the two largest earners in the group, are removed from the list, the aggregate net income was smaller last year than in 1944.

The 50 companies studied had a net income aggregating $340,097,000 against $326,346,000 in the preceding year, an increase of slightly more than 4 percent. With GM and Chrysler eliminated, the aggregate net was $114,364,000 against $130,530,000 in 1944, a decrease of around 12 percent.

Fifteen car and truck manufacturers reported for last year an aggregate net income of $243,863,000 compared with $220,383,000 in the preceding year. Omitting General Motors and Chrysler, however, there was left for the remaining 13 companies a total net income of $18,130,000 against $24,567,000 in 1944, a decrease of more than 25 percent.

Aggregate net earnings of 30 parts and accessory companies last year amounted to $52,762,000 compared with $59,359,000 in the preceding year.

Five tire and rubber manufacturers reported a combined net income for 1945 of $43,472,000 against $46,604,000 in 1944.

The feeling in financial quarters is that the trend in automotive earnings will be reversed before long. For some companies, it already has come and for others it will occur in the current quarter.

For the industry as a whole, net profits are expected to register gains in the third quarter over the like period of 1945. The upward trend is likely to be accelerated in the fourth quarter and there is a distinct possibility, say most observers, that earnings of the industry for the full year will exceed 1945.

Following are some Wall Street views on the stock market:

"With the longer-term outlook so clearly promising, all setbacks in stocks probably will be short lived, and followed by improving trends. Big moves seem to lie ahead for rail equipments, steels, coppers, motion pictures, building and machinery stocks," said Harry D. Comer of Paine, Webber, Jackson & Curtis.

In a market letter, Bennett & Palmer said: "Let us emphasize with all the strength we can instill into words — Do not buy haphazardly. Know your stocks before you buy them. Know the companies and their record of management, their financial status and their prospects in a peacetime economy."

Stock Price Averages

	Latest Week	Preced'g Week	Year Ago
10 cars and trucks.	45.60	46.25	36.65
10 parts and acces.	45.10	48.55	35.80
5 tires and rubber	70.70	73.70	54.10
25 automotives	50.62	53.66	39.80

THIS IS THE first model of the Siebert luxury Mercury ambulance to be delivered in the nation. Made by the Siebert Body Co., of Toledo, and the Ford Motor Co., the ambulance is equipped with the latest riding comforts and first-aid equipment. It was purchased by the Patience-Montgomery Funeral Home through the Clem Davis Lincoln-Mercury dealership in Jackson, Mich.

L-O-F Chief Asks For Price Relief

TOLEDO.—With flat glass products selling generally at prewar depression prices, the increased costs of operation, including substantial wage increases, have reduced profit margins so far below normal in the flat glass industry that immediate price relief from OPA is called for, John D. Biggers, president of Libbey-Owens-Ford Glass Co., told shareholders at their annual meeting here last week.

Biggers reported the company experienced a loss of $450,445 after taxes and usual deductions in the first quarter of 1946. In the same quarter last year the company had net earnings of $1,903,464.

You get the best results in our Classified Section, inside back cover.

FINANCIAL

Chrysler Extends Bank Credit

DETROIT. — B. E. Hutchinson, vice-president and chairman of the finance committee of Chrysler, annqunced last week that the company had extended until March 2, 1951, with modified commitment fees and interest rates, the $100,000,000 revolving credit which it had previously set up with its depository banks throughout the country.

This credit, which the corporation has not used up to the present time, had been established on March 2, 1942, and was scheduled to run until March 2, 1947. Ninety banks located in 30 states participated in it. Twenty of these were among the banks which participated in the first credit set up by the corporation in 1926.

* * *

Hupp Nets $905,000

Hupp Motor Car Corp., Detroit reports for 1945 net profit of $905,000 or 45 cents per share, compared with $621,000 or 31 cents per share for the year 1944. The 1944 results include operations of the Globe Stamping division at Cleveland from date of acquisition on July 1. R. S. Geddes, president, stated that unfilled orders for current and future delivery now totaled approximately $22,000,000. A proposal to change the name of the firm to Hupp Corp. will be made at the annual meeting Apr. 24.

* * *

Tidewater Earns $2.57

NEW YORK.—Net income of Tidewater Associated Oil for 1945 amounted to $18,108,000 compared with $17,787,000 in 1944.

FRED COOPER

Symbol, or something...

Q: Guy with a hangover bringing in the Sunday paper?

A: Half right. No hangover.

Q: What else?

A: Symbol of a great American habit.

Q: Meaning what?

A: The backbone of the National Newspaper Network...

METROPOLITAN GROUP...

Atlanta Journal
Baltimore Sun
Boston Globe
Boston Herald
Buffalo Courier-Express
Charlotte Observer
Chicago Tribune
Cincinnati Enquirer
Cleveland Plain Dealer
Columbus Dispatch
Dallas News
Des Moines Register
Detroit News
Detroit Free Press
Fresno Bee
Houston Chronicle
Indianapolis Star
Long Beach Press-Telegram
Los Angeles Times
Minneapolis Tribune
Milwaukee Journal

17 Cars This Year

Indianapolis Speedway Completes Plans For First Postwar Auto Race

By Laura M. Harvey

THE Indianapolis Motor Speedway is certain to have 17 cars, which are now practically ready for the 500-mile race for the $20,000 first prize May 30.

Since the last race in 1941, Eddie Rickenbacker sold the track. Wilbur Shaw, three times winner of the race, decided he would try to interest about 30 men in buying a share in the track, if Rickenbacker didn't want too much for his ownership. He succeeded in getting about 20 men to pledge the major portion of Eddie's rumored $750,000 price.

After working unusually long hours on the project and feeling the need for a rest, Shaw went hunting for relaxation. There he met Tony Hulman, owner of Clabber Girl Baking Powder Co. at Terre Haute, Ind., and told him what he had been doing.

Shaw nearly choked on his cigar when he heard Hulman say, "I'll buy the whole thing."

To most clear thinking individuals, the natural reaction to this statement is, Why? Shaw's reaction was the same.

Then Hulman went on to tell him of the various civic improvements he had given to Terre Haute, among them an airport, and that he was financially able to improve the facilities of the speedway so that it can take the same social place in automobile racing that is held by Churchill Downs in horse racing.

He also explained that his primary aim is not to make money, but rather to make a worth-while contribution to one of America's leading sports. As a starter, Tony is putting about $300,000 into improvements.

* * *

PRESIDENT is Wilbur Shaw. Bob Stanahan will continue to further the "100 Mile An Hour Club." This is a club organized by those who have raced at 100 miles an hour, 500 miles, without relief.

Hulman, proud of his new Speedway possession, went out to look it over shortly after he purchased it.

He hadn't proceeded very far when a car overtook him and ordered him to stop. The driver jumped out and demanded to see his pass. Hulman said he didn't have a pass, but that he would write one, whereupon the guard informed him that "just anyone couldn't write those passes, and he would have to get one." Then Hulman produced evidence of ownership of the track and went driving over the bricks.

When he came to grandstand A, and Paddock stand, he made definite plans to have them torn down, and two new steel and concrete grandstands put up.

In spite of these changes, the organization is embarrassed about the seat sale this year. It was a complete sell-out as early as Feb. 20. Even with the added capacity, the February sell-out established a new record. There is still chance for a good view of the race from the reserved and un-reserved parking spaces.

Preparations are being made for an even greater influx of race fans than packed the highways in 1941. Then people came and waited several days for the start of the race, living in trucks and in camp style. Two bachelor girls came to the track 10 days ahead and held first place in the line-up for free parking.

A four-lane highway was packed for 2½ miles with cars waiting for the bomb to explode announcing the track had opened at 6 a. m. The race starts at 10. Trains shuttled from Union depot in Indianapolis to the track all day. Already rooms are being engaged in cities around Indianapolis as far away as Kokomo, which is 50 miles.

Admission into the track is in addition to the reserved space tickets, which range in price from $3 to $25.

Sixty thousand dollars is given in prize money to the racers by the Speedway as follows: first place, $20,000; second place, $10,000; third, $5,000 and so on.

Fifty thousand dollars is the capital prize, and $10,000 is divided among the cars that finish outside 10th place. Seven hundred and fifty dollars is for 11th place, coming out of the $10,000 consolation money.

* * *

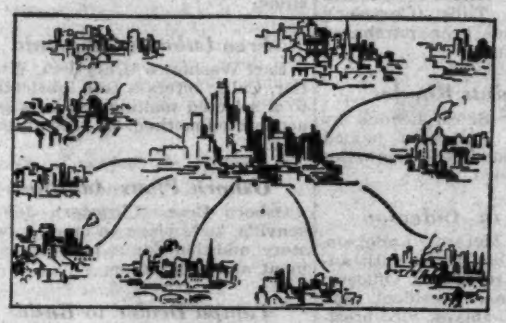
ADDITIONAL, or accessory prize money, is given by various companies, such as Firestone Tire, who now makes all the tires used on the racing cars. Incidentally, the racers buy their own tires at list price.

One of the interesting prizes is donated by the owner of the Wheeler Restaurant in Indianapolis, who gives $100 and meals for 365 days.

Then there is the "Lap Leader" prize, donated by an Indianapolis Citizen's committee of business men. This is $100 for every lap the racer is in front. Billy Arnold is the only man ever to stay in front all the way.

Chester S. Ricker, Detroit, who has directed the timing and scoring of every race since 1913, has been responsible for distributing approximately $3½ million in prize money to racers.

NETWORK Nexus...



families in 629 cities . . . more than 20% of the families in 915—all cities of better than 10,000 population! *And we're still talking about only 47 Sunday papers!*

MG delivers enough advertising to make things happen to prospects, jobbers, dealers, salesmen . . . and in enough places to show up in national sales!

MG has little guess or gamble in it. You know how much market you get—and where. Regular readership makes reception of your advertising more certain. Whole family readership makes your advertising do double duty at home on Sunday.

Metropolitan Group is flexible—can fit your market pattern, seasonal ups and downs, your peculiar copy requirements. And this big hook-up of Sunday newspapers carries a comfortable quantity discount!

Long before *network* meant anything, most people had lots of time on Sunday. So the Sunday paper added lots of special attractions to help them pass the time.

Since most small city newspapers do not issue on Sunday, people who lived beyond big cities became customers for big city Sunday newspapers. And not necessarily from the nearest big city. Some folks grow long roots. Californians might pick a New York paper. Maine folks might fancy Philadelphia or Chicago. Sunday circulations grew and spread.

Today, the Sunday newspaper habit makes it possible to reach almost every other home in the U. S. *with only 47 Sunday papers!*

Those 47 Sunday papers are Metropolitan Group, with 17,000,000 circulation—biggest medium among media, bigger than *any* supplement; a truly national network, delivering more coverage and sales impact in more major markets than any single medium or typical media combination.

For instance, more than 50% of the

THE METROPOLITAN GROUP advertiser doesn't ride in the day coach, gets the choice seats in the observation cars . . . the Sunday Comic section or the Gravure picture section . . . sections that rate highest in attention, in habit, in interest, in readership. Both sections have many exclusive advantages that add to advertising effectiveness. And the tariff is low!

Maybe...when you learn what you've been missing in MG, you'll conclude you can't *afford* to miss it any longer! . . . ask any Metropolitan Group office—New York, Chicago, Detroit, San Francisco.

. . . the national newspaper network

New Orleans Times-Picayune-States	Philadelphia Inquirer	Salt Lake Tribune	St. Louis Globe-Democrat
New York News	Phoenix Republic	San Antonio Express	St. Louis Post-Dispatch
New York Herald Tribune	Pittsburgh Press	San Diego Union	St. Paul Pioneer Press
Oakland Tribune	Rochester Democrat & Chronicle	San Francisco Chronicle	Syracuse Post-Standard
Omaha World-Herald	Providence Journal	Seattle Times	Tacoma News Tribune
Oregon Journal	Sacramento Bee	Spokane Spokesman-Review	Washington Star
		Springfield Union & Republican	Washington Post

Old Timers Pass 1,000 Mark in Membership

NEW YORK. — Passing of the 1,000th mark in membership last week by Automobile Old Timers was reported by George Conrad Diehl, president, in announcing plans for the first postwar luncheon Apr. 24.

George W. Mason, president, Automobile Manufacturers Assn., and president of Nash-Kelvinator, will be guest speaker.

Harry O. King, our 1,000th member, said Diehl, has honored the Old Timers by the acceptance of a life membership. King is chairman of Brockway Truck Co.; director of All-American Bus Lines; and president of the Munson Line.

"We hope," said Diehl, "to enroll another thousand of America's motor car pioneers who qualify for membership, before the end of the year."

It was also announced that most of the executives of Ford are now enrolled in the Automobile Old Timers, following the receipt of a letter from Henry Ford II, president, accompanied by membership acceptances by his brother, Benson Ford, a director, and J. R. Davis, director of sales and advertising.

Stainles Seat Covers Perfected by Chicopee

NEW YORK.—Called the greatest advance in automobile seats since the advent of cushioning itself, a new stainless seat covering material known as Lumite was announced last week by Chicopee Mfg. Co.

W. J. Holman jr., vice-president and general manager of Chicopee's Lumite division, disclosed that the covers are now being distributed on a commercial scale to wholesalers and retail outlets throughout the country. This distribution will be expanded as quickly as production permits, he said.

U. S. Rubber Offering

United States Rubber Co. has filed a registration statement with the Securities and Exchange commission with respect to $40,000,000 of 2½ percent debentures, due May 1, 1976. It is expected the debentures will be publicly offered in the near future by a banking group of 80 underwriters headed by Kuhn, Loeb & Co., of New York.

"We finally located these parts although it took 2 ads several months apart. We believe in being persistent." Parsons Auto Reconstruction Shop, 45 North Franklin St., Washington, Pa.

Dealer Doings

Sheltons Start Dealership For K-F in Concord, N. C.

R. E. Shelton, Charlotte, N. C., is one of the incorporators of a new concern, Shelton Motor Co., Inc., which will operate a dealership in Concord, N. C. It has authorized capital of $100,000.

The company has leased a building on the Concord Kannapolis highway and will be the Concord dealer for Kaiser-Frazer. **L. S. Shelton** and **W. G. Shelton,** Winston-Salem, N. C., brothers of R. E. Shelton, will move to Concord and manage the dealership.

* * *

Sellman Joins Savidge Co. As Assistant to Owner

W. A. Sellman, Dodge executive in the west and Pacific northwest for the past 10 years, has been named assistant-to-the-owner by S. L. Savidge, of S. L. Savidge Co. (Dodge - Plymouth) distributor, Seattle.

In joining the Savidge firm, Sellman left his former post of Portland regional manager for Dodge. Another recent addition to S. L. Savidge Co. is the appointment of **Jim Hicks** as advertising manager.

* * *

Building Curbs Fail to Hold Up Dallas Projects

CPA's commercial building restrictions have not blocked erection of any announced Dallas dealers' structures and, so far as known, no structure contemplated immediately will be held up. Permits have been granted for announced structures and one yet to be announced also has been granted approval to proceed with building plans.

Construction is far advanced on a Dallas automotive building program involving an approximate investment of $1,350,000, and most of the major projects have already been practically completed.

Johnson Bros. Chevrolet Co. plans to occupy about July 1 its new $250,000 plant, which it is pushing to completion on a site adjoining its present home.

Bankston-Hall Motor Co. (Ford) has occupied a newly-constructed $350,000 structure. Ben E. Griffin Auto Co. (Ford) has occupied a new $50,000 service shop and body repair building recently completed as an adjunct to its plant.

C. S. Hamilton Motor Co., Chrysler-Plymouth distributor, has opened a $50,000 parts sales and warehouse building which augments its extensive plant.

Ray Woods Auto Co., Kaiser-Frazer distributor, has been granted CPA permit for a new $125,000 structure on which it expects to begin work soon.

Construction is under way on a new district headquarters for Mack Truck Co., which will contain 45,000 square feet of floor space. The company expects to occupy the new building shortly after May 15.

* * *

Anderson Spends $150,000 On Remodeling, Expansion

Remodeling and addition of a building for improved and expanded service, at an outlay of an estimated $150,000 are in progress at Anderson Buick, Seattle. **M. O. Anderson,** 1st vice-president of NADA, is president and general manager.

The new building is being erected on ground adjoining the present building on the south. It will be 60 by 120 feet in size, two floors below street level, and two above. The sales room is being enlarged. Main offices will be on a mezzanine.

* * *

New Home in Cheektowaga Near for Winegar-Reimann

Construction has started on a $40,000 one-story building at 2765 Genesee St., Cheektowaga, N. Y., for the newly-formed Winegar-Reimann Motors, Inc., which has been appointed a De Soto - Plymouth dealer. The building will house a new car showroom, service, parts and used car sales departments. An additional $10,000 will be spent for equipment.

Winegar-Reimann temporarily is at 5770 Transit Rd., Depew. **Arthur H. Reimann** is president. **Arthur C. Winegar,** who has been in the automotive industry for 25 years, is general manager and secretary.

* * *

Miller Motors Appoints Six for Kaiser-Frazer

Miller Motors temporary office, National Bldg., Terre Haute, Ind., has announced the following dealers for Kaiser Frazer:

Cliff Strong Motors, Linton, Ind.; Lynch Bros. Sales & Service, Brazil, Ind.; Wilbur Clawson Garage, Rockville, Ind.; Main Motors, Clinton, ment Co., Pariss, Ill.; and Savage Auto Sales, Casey, Ill.

* * *

Lake City Shop Adds 4 Modern Machines

To perfect its repair department, Lake City Auto Co., Lake City, Fla., has in the past few weeks installed four modern machines.

Heading the installation is a brake drum lathe and a wheel balancer. Also installed are a valve grinder, head reseater and bushing grinder. Improvements to the building on N. Columbia St. include additional room for specializing on brake service, a general paint job, and new lighting fixtures.

* * *

New Orleans Motor (Ford) Marks Its 30th Birthday

New Orleans Motor Co. (Ford) is currently celebrating its 30th anniversary. The company is the oldest Ford dealer in the Crescent city and the second oldest in Louisiana **Olin Linn** is president, **J. Arnold Riley** vice-president and manager, and **F. J. Monnin,** sales manager.

* * *

Lake Names K-F Dealers In Cleveland Territory

E. Peerce Lake, distributor for Kaiser-Frazer, Cleveland, has located at 1111 Carnegie Ave.

The following Cleveland area dealers have been appointed: Merkle Motors, **E. J. Merkle,** in charge; West Shore Motors, Inc., **Otto Pavlik; Steve Soltes;** Mid-Heights Motors, Inc., **A. Copperstein;** and George P. Handyside Co. In suburban Euclid, new dealers are Redwood Motor Sales Co., **Floyd Hopkins** and **Frank Maveo.** In Bedford, Diss Motor Sales Co.

* * *

Manske Gets OK to Build Nash Home in Brownsville

Permission to construct a $25,000 showroom and garage has been granted **Otto Manske** (Nash), Brownsville, Tex. The building will house salesroom and a garage for the general repair of automobiles.

* * *

Cobain Bros. Let Contract For $25,000 Dealership

Cobain Bros. (Hudson), Pendleton, Ore., has let contract for an 80 by 80-foot concrete dealership, including offices, showrooms and service department. The structure will cost approximately $25,000.

* * *

Stewart Motor of Phoenix Plans $75,000 Building

Jack P. Stewart, of Stewart Motor Co. (Studebaker) has secured a permit to construct a $75,000 building at 802 N. Central Ave., Phoenix, Ariz.

The building will be 75 by 140 feet and will have the novelty of its front emphasized by an angling face, with a semi-circular glass section jutting out from the recessed corner. This will serve as a special display section.

* * *

TEODOSIO GUITIERREZ & CO., Laredo, Tex., and the Mike Needham Motor Co., Corpus Christi, Tex., both Willys-Overland Motors distributors, are constructing identical buildings for display of the Willys-Overland line. Above is the architect's drawing of the 80 by 120-foot structure designed by Bert Haas. Cost of construction is estimated at $45,000.

Ashworth Constructing $20,000 Building

With plans being prepared and permit already granted, **J. A. Ashworth,** operating as Ashworth Motor Co. (Chrysler-Plymouth), Twin Falls, Ida., is constructing a new $20,000 building of brick and steel.

The building will include an extensives parts department and showroom. Twin post lifts in every mechanic stall will be one feature of the new service shop.

* * *

K-F Names Maplewood For Rochester Vicinity

Maplewood Motor Corp., 250 Lake Ave., Rochester, N. Y., has been appointed distributor for Kaiser-Frazer in Rochester and vicinity.

The new company is headed by **George Simmons.** The retail manager for the company is **Don Laidlaw,** a veteran automobile salesman. **Robert Emerson** is wholesale manager.

* * *

Mitchell Hunt Motors in Ida. To Handle Kaiser-Frazer

Mitchell Hunt Motors Co., Twin Falls, Ida., has been appointed Kaiser-Frazer dealer. The new firm is owned by **Mitchell W. Hunt** and his son, **Lt. Mitchell W. Hunt jr.,** USN, who expects to receive his discharge in the near future and join his father in the business.

Plans are being completed for a new building. The elder Hunt is active in civic affairs and a member of several organizations.

* * *

Grask of Des Moines To Handle Trailer

The Grask Co., Inc., 314 Sixth Ave., Des Moines, has been appointed distributor for a utility jeep trailer manufactured by Bantam Motor Car Co., it was announced last week.

* * *

Wells, Martin Organise Firm To Handle Kaiser-Frazer

W. R. Wells and **Roy Martin** have formed a new dealership in Vale, Ore., under the name of Martin & Wells. The firm will handle Kaiser-Frazer automobiles.

The company is now erecting a 30 by 60-foot building which will provide a showroom, shop office and parts department.

* * *

$75,000 Meggitt Building To Be Finished Shortly

A $75,000 building for T. N. Meggitt (Chrysler), Sandusky, O., is expected to be ready for occupancy next month. It is 75 by 150 feet.

* * *

Basso of L. A. Increasing Space by 11,500 Sq. Ft.

Domenich Basso, Los Angeles De Soto-Plymouth dealer, is spending $70,000 for a new addition to his present quarters at N. Broadway and Bishop St. The new building will occupy 11,500 feet of space and when completed will raise the square-foot floor space to 30,000.

New equipment for the servicing of cars is also being installed. Basso, one of the oldest De Soto-Plymouth dealers in Southern California, has operated in the same location since 1924.

* * *

Packard Names Aldrich

Aldrich Motors has been named sales representative for Packard in Pendleton, Ore.

* * *

Dodge Names Pickering

Main Auto Co., **Paul K. Pickering,** owner, has been appointed Dodge-Plymouth dealer at Frankfort, Ind.

* * *

Tillis Buys Property

A used car lot rented for several years by J. L. Tillis (Chrysler), Wheaton, Ill., has been purchased by the dealership.

* * *

K-F Appoints Rhodes

Rhodes Motor Sales, headed by **George Rhodes,** has been named dealer for Kaiser-Frazer automobiles in Walterboro, S. C.

* * *

New Firm in Anderson

Main Street Motors, Anderson, S. C., has been chartered with authorized capital of $25,000. Officers: **C. M. Ballentine,** president and treasurer; **R. V. Hayes,** vice-president and secretary.

* * *

Royal Motor to Build

Construction of an $8,000 building to house Royal Motor Co. (Kaiser-Frazer), McAlester, Okla., has been announced. Royal is owned by **Fred R. Carletti, T. J. Volturo** and **D. J. Venters.**

* * *

Shelton Opens in N. C.

Shelton Motor Company (Kaiser-Frazer), Concord, N. C., held its formal opening March 25. **R. E. Shelton** is president of the new firm.

* * *

Towe Motor Opens

Towe Motor Co. (Plymouth-De Soto) has opened at Paullina, Ia. **Edward Towe,** owner, states that equipment for a service department has been ordered.

* * *

K-F Names Snyder

Snyder Motor Co. has been appointed Kaiser-Frazer dealer in Shenandoah, Ia. Construction has been started on a 48 by 70-foot building.

* * *

Installs New Machines

Peterson Motor Co., Storm Lake, Ia., has installed new front end and frame straightening equipment.

* * *

Cool Air for Offices

Weinerich Motor Co. is installing five new air-conditioned offices at 301 Broadway, San Antonio, Tex., **Charles Quinn,** manager, announced last week.

* * *

Willys Picks Williams

C. B. Williams, owner of a service station in Moultrie, Ga., has been made a dealer for Willys.

* * *

Willys Names Humpston

Humpston Motor Co., 129 First St., La Follette, Tenn., has been appointed Willys dealer.

* * *

Tenth Anniversary

Manchester Truck Body Builders, headed by **Gustave** and **Harold Philippy,** 32 Traction St., Manchester, N. H., observed its tenth anniversary last week. Starting on Second St. in 1936, with only 2,400 square feet of floor space, the firm now has more than 24,000 square feet.

* * *

Dealer Crowder Opens

Crowder Motor Co. (Chrysler-Plymouth), 25 MacCorkle Ave., South Charleston, W. Va., held its formal opening last week. **Edward H. T. Crowder** is president and general manager; **Fred C. Harrah,** service manager.

* * *

K-F Appoints Hampton

John L. Hampton, Booneville, Ark., formerly Continental Oil Co. wholesale dealer, has been named Kaiser-Frazer dealer. He will be assisted by his son, **Jeral Hampton,** recently discharged from the army after three years' service, and his son-in-law, **Clarence Smith,** former Conoco retail dealer here. The firm will be known as Hampton & Sons.

* * *

Lindenbusch Buys Lot

B. H. Lindenbusch, dealer at 3511 S. Kingshighway Blvd., St. Louis, has purchased an improved parcel on the east side of Kingshighway boulevard, on which he plans to erect a new auto building when conditions permit. Value of the property was placed at approximately $31,000.

* * *

Byrum Buys Ford Firm

John Byrum, Flora, Ind., has purchased the Ford dealership at Rensselaer, Ind., from Dale Livingstone.

* * *

Free Lube in California

Earl Washburn (Chrysler), Whittier, Calif., offers a free lubrication to a selected mailing list as a get-acquainted method. He reports good results.

* * *

Osborn Plans Addition

Osborn Bros. (Chrysler), Jeffersonville, Ind., plans to erect a two-story addition for a parts department and paint shop.

* * *

Tampa Dealer to Build

United Motor Co. (Chrysler), Tampa, Fla., has completed plans for a new building, 80 by 126 feet, according to **Ramon Moran.**

* * *

Gould Buys Property

R. O. Gould (Chrysler), Long Beach, Calif., has purchased a lot 60 by 150 feet for future expansion. It is across the street from the dealership.

* * *

Twin City Motor Co. (Ford), Toledo, Ia., has installed a new wash rack and lubrication hoist. **C. E. Lewers,** proprietor has named **Dick McCaulley** supervisor of the service department.

* * *

Carl Lakin, factory-trained and with 12 years' Nash experience, has been put in charge of the repair department of R. D. Austin Motor Sales (Nash), Michigan City, Ind.

* * *

Floyd E. Fear has joined the Jerry McCarthy Chevrolet, Inc., Kokomo, Ind., in charge of sheet metal and refinishing department.

* * *

A branch of Keenan Auto Parts Co. will be opened in Cairo, Ga., as soon as the building to house it is completed. The Keenan chain of Auto Parts Stores has headquarters in Albany, Ga.

* * *

H. H. Hevey has opened a used car dealership at 603 Main St., Daytona Beach, Fla., and will also handle new cars. Hevey has been in the automobile business since 1920.

* * *

Charles H. Bright has been named general manager of the Hamilton-Bailey Motor Co., Arlington, Tex.

* * *

Grover C. Riggs has been named new service manager for Hubach & Parkinson Motors (Dodge-Plymouth), Oregon City, Ore.

* * *

L. B. Barnes, of the Barnes Motor Co., Freewater, Ore., is the new owner of the Freewater Garage. He has appointed **H. E. Nulton** as manager.

* * *

Elwood W. Dalton, after four years in the Army, has become general manager of Scherman-Schaus-Freeman Co. (Studebaker), South Bend.

THIS IS REPORTED to be the first new dealership erected in Denver since the war. It is a brick structure on which the finishing touches are being made. It is owned by Frank E. Brenner, who has been operating a large automobile service station next door to the new building site. Brenner has secured the Hudson agency for his section of the city, which is some 50 blocks east of Broadway, Denver's auto row, on East Colfax.

THE MODERNISTIC AUTOMOTIVE sales rooms of the Hanley Motor Sales Co., Sun Prairie, Wis., is under construction, and will be one of the most attractive of its kind in the area. It is a one-story building, 100 by 100, being placed 30 feet back from the street to form a quadrangle which will be landscaped. The main facade will be made entirely of glass, framed in alumite, with soft toned herculite structural glass surrounding it, all capped with a wide alumite canopy. Adjoining the salesroom, which will be 25 by 70, will be parts department, the general office, cashier's office, private offices and two offices for salesmen, with rest-room accommodations. The floors will be made of ceramic tile and the walls will be plastic, decorated in deep salmon and rose, with a ceiling of deep summer sky blue. Fluorescent lighting will be used throughout. The exterior of the building will be flood lighted. At the rear there will be a garage and the basement is to be occupied by a tire repair shop and the heating plant for the building.—(Sun Prairie Star photo)

Dealer Doings

Montana Motors Named For Kaiser-Frazer Line

Montana Motors, 112 S. Montana St., Butte, Mont., have been appointed by Kaiser-Frazer. The following dealers have been appointed in western Montana: Helgate Motors, Missoula; Harlow-Beck, Motors, Whitefish; Salter Motor, Twin Bridges; McLaughlin Motor, Stevensville; Beck Motor, Anaconda; Faint Motors, Thompson Falls; Bresel Motor, Hamilton; Steib Distributing Co., Kalispell; Helena Motors, Helena, Sullivan Motor, Bozeman.

* * *

Hahn, Yakima, to Spend $100,000 on New Home

Carl A. Hahn Motor Co., Yakima, Wash., has drawn plans for construction of a new $100,000 home.

The structure, of reinforced concrete with trussed roof, will consist of a full basement and one story and cover a ground area of 130 by 140 feet and provide 36,000 square feet of floor space. There will be a separate passenger car and truck department.

* * *

City Chevrolet of Buffalo Starts on U. C. Building

Don Allen's City Chevrolet, Inc., Buffalo, has started on erection of a $20,000 one-story building at 2692-2700 Main St., which will be used for servicing and reconditioning used cars. The building will be 60 feet square.

Servicing and reconditioning work will be shifted to the new structure from the company's outlet at 2585 Main St., which will be used principally for new-car activities.

* * *

Staggs Purchases Site For New Building

A 5½-acre tract has been bought by Staggs Motor Sales Co., Anderson, Ind. **Carl Staggs,** head of the firm, said plans are being made for erection of a 200 by 240-foot building for distributing General Motors trucks.

* * *

Wisconsin Centennial Honors Rada, Konkol

C. J. Rada, Wisconsin Farm Truckers Assn., and **E. J. Konkol,** Wisconsin Motor Carriers Assn., were appointed last week to the sub-committee on transportation for the Wisconsin centennial in 1948.

James R. Law, chairman, state highway commission, is chairman of the group that is charged with preparing historical exhibits portraying the development of Wisconsin transport services.

* * *

7 Dealerships Better Facilities In Philadelphia

Seven Chrysler dealers in the Philadelphia area last week announced extensive improvements in facilities and additions to parts, sales and service staffs.

P.M.F. Motors, Eighteenth and Jackson Sts., reports that its new service equipment has attained enough volume to more than cover fixed expenses. The business was received through postcard solicitation. Northeast Motor Sales, 2386 E. Orthodox St., expects that its new building will be completed soon.

Sentman Motor Co., 5630 Chestnut St., one of the original Chrysler dealers, dating its establishment back to 1924, has been redecorated. A new electric sign has been added. George Gorson, 250 N. Broad St., has purchased a building for service operations.

Bush Motor, 6440 Torresdale Ave., has completed its shop and sales quarters. It plans a sales staff of seven in the near future. **Tom O'Brien** has been named sales manager of North Broad Motors, a new dealer, 2701 N. Broad St. Len Zengel, Bryn Mawr, has added three mechanics.

* * *

K-F Dealer at Greenville Plans $60,000 Structure

Kaiser-Frazer automobiles will be housed in a new two-story $60,000 building in Greenville, Mich., according to **Harold Carter,** local lumber man, who has just obtained a franchise from Kaiser-Frazer Corp.

The building will have a 73-foot frontage on Lafayette St. and will run 105 feet deep. It will be ready for occupancy about Sept. 1.

* * *

$45,000 Building Planned By Pringle Reagan, Biloxi

Pringle Reagan Motor Co., Biloxi, Miss., will erect a new sales and service building at a cost of $45,000.

* * *

Morgan Motor & Implement To Build $30,000 Home

Morgan Motor & Implement Co., Union Point, Ga., has announced plans for construction of a sales and service building at a cost of $30,000.

* * *

Six Dealerships Receive Incorporation OK in Ohio

The following Ohio concerns have been granted certificates of incorporation:

Cooper Auto Sales, Ashland: **Catherine Cooper, Robert W. Lett, S. A. Cooper.** Herlinger Motors, Inc., Cincinnati: **E. Herlinger, E. R. Gwinner, Lloyd C. Ripley.** Murphy Tractor Sales, Columbus: **Verna Murphy, H. M. Van Hyde, L. C. Murphy.**

Niles Motor Sales, Inc., Niles: **Theodore T. Maceko, Samuel O. Unger, David C. Haynes.** Bartholomew Motors, Inc., Warren: **Addison C. Bartholomew, Teresina Montani, Ferdinand R. Montani.** Lewis Motors, Inc., Shaker Heights: **Herbert Buckman jr., Bernard H. Schulist, Herbert R. Rosenthal.**

* * *

Cheshire Motors Building Opens in Flagstaff, Ariz.

The $100,000 sales building and service garage erected by Cheshire Motors (Buick - Chevrolet), Flagstaff, Ariz., has been opened. **O. B. Custis** is manager. The building has a floor space 150 by 152 feet.

A second building, to be erected north of the new structure, will be used for warehouse and storage departments.

* * *

$20,000 Building Started By Mullers in Nampa

Jim and Pat Muller, Nampa, Id., will construct a $20,000 building for Muller Motor Sales Co. (Kaiser-Frazer).

The building is to be occupied in the next two months.

* * *

Service Seller

Seymour Broadside Boosts Business

A smartly designed broadside with convincing copy is producing results for Seymour Motor Sales (Chrysler), **Boston, H. A. Petunade,** service manager, said last week.

Devoted entirely to service, it lists seven of the major operations recommended to keep a car in the best running condition. They are electrical analysis, lubrication check-up, general tightening, brake check-up, "super-beauty" treatment, motor rejuvenation and winterizing. These processes are described in detail.

The dealership points to its ability to do these jobs by illustrating its service, parts and accessories departments. The folder is being mailed to all the firm's customers.

* * *

Moore-Wilson Dealership Formed at Baker, Ore.

Leo Wilson and **Les Moore** have formed a partnership, Moore-Wilson Co., Baker, Ore. They will handle Packard and Willys.

* * *

Tacoma, Truck & Tractor Formed by Soule, Koon

Tacoma Truck & Tractor Co. has been formed with **Leslie E. Soule** and **Harvey Koon,** as principals. It will be Mack dealer for Pierce county.

Headquarters are at 2202 S. "A" St., Tacoma, Wash.

* * *

Alexander Motor Builds Truck Service Addition

Alexander Motor Co. (Dodge-Plymouth), Dallas, one of the largest distributors of Chrysler parts in the world, has increased its floor space by 12,000 square feet for handling of this volume which currently is running in excess of $350,000 a month.

The dealership is headed by **Ernest Alexander.** It is adding another 12,000 square feet for truck service. The new shop will have a capacity of 50 units daily, according to **Checkers Clayton,** general service manager. The additions will give the firm total floor space of 90,000 square feet.

* * *

Ford Appoints Smith

H. P. Smith Motors, 2309 M St., Omaha, has been appointed Ford dealer.

* * *

Allied Motors Opens

Allied Motors Co. (Chrysler-Plymouth), Shawnee, Okla., has opened for business. **Ed Dawson, Jimmie Stevens** and **Phil Watson** are owners.

* * *

For K-F in Coos Bay

A Kaiser-Frazer dealership has been organized in Coos Bay, Ore., by **James Littell, M. A. Ramsdell** and **Edward H. Fourier.**

* * *

K-F Picks Carmichael

Carmichael Bros., Inc., has been appointed a Kaiser-Frazer dealer in Jackson, Ga.

* * *

Hudson Dealership

Walter Seeliger, who has operated an automobile repair business in Enid, Okla. for 17 years, has acquired a Hudson dealership. He is planning a new building as soon as materials can be secured.

* * *

New Hudson Dealer

Bubb & Walter, Lenox, Ia., has been appointed a Hudson dealership. It has completed a redecorating program.

* * *

Hughes Leases Plant

Hughes Motor Co., Fitzgerald, Ga., has leased a building which will be remodeled to house its new Kaiser - Frazer automobile dealership.

* * *

Barbee Has K-F Line

Distributor for Kaiser-Frazer in the Jacksonville, Fla., area is Barbee Motor Co., 11 Newnan St., headed by **Waring Russell Barbee.**

* * *

Mitchell Goes to Del.

George Mitchell, who started with Cadillac in 1925, has been appointed used-car manager of Delaware Motor Sales, it is announced by H. R. Freck, general manager at Wilmington, Del. Prior to joining the eastern distributor, Mitchell was engaged in new and used-car promotion at the Cadillac division in Detroit.

* * *

Standard Has Mercury

Standard Motors, Osoyoos, B. C., has been appointed Lincoln - Mercury dealer in the Oliver and Osoyoos area. The dealership is owned by **Charles E. Emery.**

* * *

Early Saturday Close

Garages, repair shops and parts houses in Columbia, Tenn., are closing on Saturdays at noon, continuing until Sept. 7.

* * *

Assn. Honors Tennant

Robert Tennant, Witt Motor Co., Amarillo, Tex., has been elected president of Associated Credit Men of Texas, District 1.

* * *

Gaines & Nix to Build

Construction will begin soon on a building in Greer, S. C., to house Gaines & Nix Motor Co.

* * *

Gets IHC Franchise

Lewiston (Ida.) Truck & Tractor Co. has taken the franchise for International trucks.

* * *

Burke Buys Fla. Firm

M. C. Burke has purchased the De Soto-Plymouth dealership in De Funiak Springs, Fla.

* * *

Pearson-Medley Opens

Pearson-Medley Motor Co. (Chrysler-Plymouth) has opened at 313 N. Jefferson St., Albany, Ga. It is housed in a new brick building. The firm will also conduct a full repair service.

* * *

Spears Motor Named

J. Clayton Spears, owner of Spears Motor Co., Madison, Ga., has been named Plymouth-Dodge dealer. He has expanded his repair plant by taking over another building.

* * *

New K-F Dealership

Joe Bill Hackler and **Robert W. Elliott** of Harrison, Ark., have been appointed Kaiser-Frazer dealers in Mountain Home and will operate under the name of Security Motors.

* * *

Craig Buys Shop

R. C. Craig, former owner of Craig Motor Co., Arkadelphia, Ark., has purchased George Green's vulcanizing and auto repair shop at Arkadelphia. **Rex Calley,** at the Ford dealership for five years, is in charge of auto repair work.

* * *

McDaniel to Build

D. L. McDaniel (Hudson), Gladstone, Ore., announces construction of a $50,000 dealership.

* * *

Colwell Appointed

J. C. Colwell, recently discharged from the Army, has announced that Colwell Motor Co., Butler, Ga., has obtained a dealership for Kaiser-Frazer. The firm has leased a brick building in Butler.

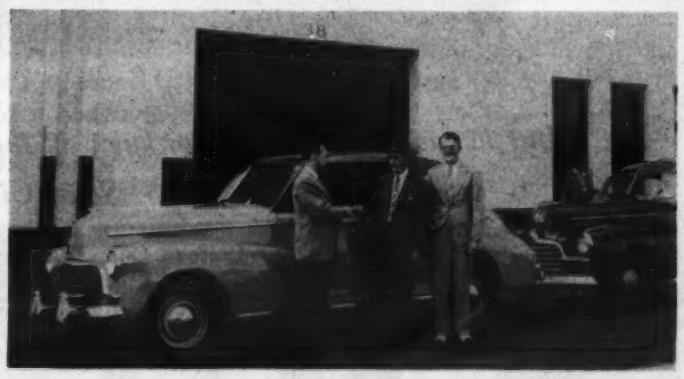
* * *

Lee LeMaster, general manager of Mitchell & Cassell, Inc., parts depot, 1524 Main St., Peoria, Ill., announced last week the appointment of **Herb Brose** as merchandise manager. Brose has been connected with sales and customer merchandising throughout the firm's territory which includes 24 counties in central Illinois, Iowa and Missouri.

* * *

Baker Motor Co., Greenville, S. C., has announced its appointment as distributor of the Henry Spen line of farm and utility trailers for South Carolina.

WALKER A. LEMMOND (left), formerly with the Condor Body & Springs Service, Charlotte, N. C., and OPA, has been named general merchandise manager of Lee A. Floger, Inc. (Buick). Shown with him is M. C. Sumrow, service manager.



O. A. McNEIL (center), president of Red Top Cab & Baggage Co., is shown accepting keys to the first postwar Chevrolet delivered in Miami. D. F. Adderhold (left), owner of Southland Chevrolet Co., makes presentation of the car, a Stylemaster sedan, as the first delivery on an order for 75 units received from McNeil. C. I. Edwards (right), sales manager of Southland, observes the proceedings.

Report on the Courts . . .

Dealerships' Legal Responsibilities Affected by Recent Decisions

By Leo T. Parker
Attorney at Law

CINCINNATI.—During the past few weeks the higher courts have rendered many new and outstanding decisions involving automobile dealers.

We review these to assist our readers to avoid similar lawsuits. These citations also may be advantageously utilized to win favorable verdicts in unavoidable legal controversies. Readers who desire the details of any complete decision may find them in any good library simply by referring to the specific citation.

Modern courts consistently hold that any signature is valid if the court decides that when the signature was made the signer intended to be obligated.

For example, in Anstine v. McWilliams, 163 Pac. (2d) 816, reported January, 1946, it was shown that a person named Anstine purchased, in Oklahoma, a Ford coupe, 1940 model, at $975. Anstine received a credit on the purchase price for $375, as an allowance for a trade-in car, leaving due a balance of $600. In addition, he agreed to pay $17.20 for insurance and $154.40 which was described as a "time price differential" charged for the privilege of paying the balance due in 12 monthly installments.

Anstine executed a chattel mortgage on the car to secure payment of the sum of $771.60, the mortgage providing that the car should not be removed from the state of Oklahoma without written consent by the mortgagee.

Anstine drove the car to San Francisco without procuring the mortgagee's written consent. While in California he wrote to the seller stating that he had been suddenly called to California and had left without obtaining permission to remove the car from the state.

Anstine received a letter on the seller's letterhead in answer saying that if Anstine would continue to make the agreed monthly payments "there would be no trouble." Although Anstine continued to send the agreed monthly payments, the seller repossessed the automobile in California without Anstine's consent.

Seller Liable

Anstine sued the seller to recover the full value of the car. The seller argued that he had a legal right to take possession of the automobile first, because Anstine, in violation of his agreement, had removed the car from Oklahoma without the seller's written consent; and second, that no proof was given that the printed signature on the letter was valid, or that the employe had legal authority to write the letter.

Nevertheless the higher court held the seller liable for full value of the car.

This court held also that where a letter is answered by an agent of an individual or corporation, authority of such agent is presumed.

For comparison, see Ables v. Motor Contract Co., 36 S. E. (2d) 148, reported January, 1946. In this case, it was shown that the Kirkland Motor Co. sold an automobile for $763.48. This purchaser paid approximately $600 on the purchase price, and there remained approximately $200 unpaid. After the purchaser had defaulted in some monthly payments, the seller took possession of the automobile without the knowledge or consent of the purchaser.

The purchaser sued the seller to recover the value of the automobile. The higher court said that when a purchaser breaches his contract and fails to make agreed payments the seller may repossess the automobile without accounting to the purchaser.

Who Are Employes?

According to a late higher court decision, a "legal" employe is any person who renders services with knowledge of an employer. The fact that the employe does not pay or compensate the person who renders the services is not important in subsequent suits involving negligence.

NO MORE shocks from door handles. This new gadget, made by U. S. Rubber Co. in Los Angeles, solves the problem of auto static. It appears to be a strip of rubber, but chemically it breaks all rubber traditions in its ability to conduct electricity instead of acting as an insulator. The strip of conductive rubber is attached to the under-carriage of the car, and when it contacts the ground static is eliminated.—(Acme photo)

Another important point of law is: When an automobile accident results from combined negligence of the drivers of two automobiles neither employer is responsible to the other for resultant damages.

For illustration, in Acosta v. Smith, 23 So. (2d) 742, reported February, 1946, it was shown that the hired driver of an automobile permitted a friend named Braud to drive it. This fact was known by the employer.

One day Braud collided with a passenger automobile at a street intersection. In the subsequent trial, the testimony proved that both Braud and the driver of the passenger automobile realized that a collision may result if one did not stop and permit the other to pass. Both Braud and the driver of the passenger automobile proceeded forward and a disastrous collision resulted.

It is interesting to observe that the higher court refused to hold either the employer or the owner of the passenger automobile liable for damages. In other words, this court held that both owners of the automobiles must bear their individual losses.

Thus, although a person who drives an automobile is not employed by the owner of the automobile, this fact will not relieve the latter from liability and responsibility if he had knowledge that this person sometimes drove the vehicle.

Guest Recovers Damages

Although both drivers of colliding automobiles may be negligent, yet a guest in one vehicle may recover damages from the owner of the other vehicle.

For example, in Shuey v. Light Laundry Co., 40 Atl. (2d) 116, the testimony proved that a collision between a truck and a passenger automobile resulted in serious injury to a passenger or guest who was riding in the passenger automobile.

Although the testimony proved that the accident was caused by negligence of both drivers, the higher court held the company liable in damages for injuries sustained by the guest.

Considerable discussion has arisen from time to time over the legal question: What kind of proof will relieve an automobile dealership from damages where a customer is injured on the premises?

In Cooper v. Pritchard Motor Co., 36 S. E. (2d) 405, reported February, 1946, it was shown that the Pritchard Motor Co. occupies and maintains a showroom on the ground or street floor for the purpose of displaying automobiles for sale. This room has an incline leading into the repair shop. A woman brought her automobile to the shop and leaving it there to be appraised she fell and sustained severe injuries on the incline. She sued the motor company for damages.

During the trial, the counsel for the dealership proved that there was no foreign or dangerous substance on the incline to cause her to fall, and that no other person had ever fallen thereon during a period of about 14 years.

In view of this testimony the

(Continued on Page 29, Col. 1)

"But he says all he needs to know is that

Solid Cincinnati reads The Cincinnati Enquirer"

Quite so. Quite so. Only one reason for mentioning that The Cincinnati Enquirer has the largest home-delivered circulation of any Cincinnati newspaper . . . or, more explicitly, that 75% of all Daily Enquirers are invited *house* guests, each morning. Simply *confirms* what most space buyers know: that The Enquirer reaches Solid Cincinnati—the substantial, thinking, spending families of thi. 1,155,703-population trading area. Represented by Paul Block and Associates

Use The Cincinnati Enquirer to get in solid with Solid Cincinnati

Report on Recent Decisions . . .

Dealer Responsibilities Affected by Courts

(Continued from Page 28)

higher court held the motor company not liable, and said: "The evidence is clear and undisputed that no person had ever fallen or sustained any injuries in the use of the floor, and that during all that time it was in substantially the same condition it was in when the plaintiff slipped and fell."

Renter Contract

According to a late higher court decision, a contract signed by a renter of an automobile may not be valid although it specifies that the renter would be responsible for damage to the car.

For illustration, in U-Drive-It, Inc. v. Ernst, 23 So. (2d) 665, reported December, 1945, it was shown that a person who rented an automobile signed a contract that he had inspected the car and received it in good condition.

This contract also contained a clause that the customer would return the automobile in first-class condition. The customer kept the car in his possession for about 21 hours, when he returned it in a damaged condition, in that the entire motor was burned out.

The rental company sued the customer for $277, the cost of repairing the automobile and putting it in good condition.

The higher court held the customer not liable, and said that a provision in a rental contract of this kind is void. This court said further that the customer would be liable only for this negligence in using the vehicle under circumstances which would prompt an ordinarily prudent motorist to desist from further use of the car as a consequence of obvious mechanical failures.

Can Sue

Employers who carry industrial insurance under the State Workmen's Compensation Act cannot ordinarily be sued for damages by an injured employe. However, an employer who fails to carry it for his employes may be sued for damages.

In Wegley v. Snyder, 62 N. E. (2d) 299, it was shown that an employe was killed while parking a gravel truck on the service station lot. The employe did not carry insurance on employes in the service station. Therefore, the higher court held that the employe's dependents could sue the owner of the service station for damages.

Any person, firm or corporation may be guilty and liable for "unfair competition" if the testimony indicates that any part of its trade-mark or trade-name is likely to confuse the public.

For illustration, in Atlas Diesel Engine Corp. v. Atlas Diesel School, 60 F. Supp. 429, Atlas Diesel Engine Corp. sued the Atlas Diesel School, Inc., for injunctive relief against using the name "Atlas" or "Atlas Diesel" in connection with internal combustion engines or in connection with servicing of such engines. This court said:

"Defendant's (Atlas Diesel School's) use and appropriation of plaintiffs' trade-name 'Atlas Diesel' by the inclusion thereof in defendant's name 'Atlas Diesel School, Inc.' constitutes an act of unfair competition for which plaintiffs (Atlas Diesel Engine Corp.) are entitled to relief."

Boy Killed

All persons and corporations are liable for negligence of their employes. In Hodkinson v. Parker, 16 N. W. (2d) 924, it was shown that a motor truck got stuck in mud and some children were helping the driver free it. The driver suddenly backed the truck and crushed a boy who died instantly. The court held the motor truck owner liable in damages.

According to a late higher court decision, a person who rides with an intoxicated motor vehicle driver is guilty of contributory negligence as a matter of law and assumes the risk of injury.

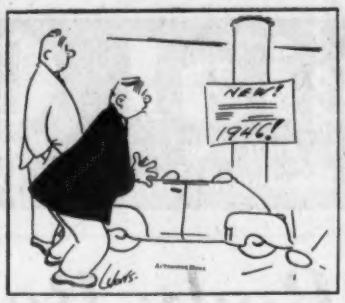
In Newton's Adm'r v. Stengel, 181 S. W. (2d) 251, it was shown that a man named Newton was killed when a motor truck in which he was riding overturned. His dependents sued for damages.

During the trial testimony was given that Newton was an assistant to the truck driver named Bowman. During the day the accident occurred Newton and Bowman had drunk some wine and three buckets of beer.

The higher court refused to hold Newton's dependents entitled to recover damages, and said: "It was proper for the trial judge to conclude that Newton assumed the risk of injury in riding in the truck with Bowman when he knew he was intoxicated."

Stored Goods

An important point of law was decided by a recent higher court in a suit for damage to stored goods.



"The manufacturers claim it can do everything except lay an - - - Oh-Oh!"

This court held that the occupant of a lower floor cannot avoid liability for damage resulting from negligence of a person to whom an upper floor of the premises is leased.

In Dugan v. Central Storage and Transfer Co., 23 So. (2d) 634, it was shown that goods stored on a first floor were damaged by leaking from the floor above of anti-freeze solution drained from the radiators of automobiles. The evidence further proved that the occupant of the first floor had rented this upper floor to an automobile dealer. The higher court held the occupant of the first floor liable.

According to a late higher court decision, employers are not required to pay wages specified by the Fair Labor Standards Act, if the greater part of their work is "servicing" vehicles used in intrastate commerce.

In Rachal v. Southwest Service, Inc. So. (2d) 637, reported January, 1946, a night watchman employed by a motor vehicle service company sued to recover back wages, attorney fees, etc. under the Fair Labor Standards Act. The testimony proved that the greater part of the company's business was servicing vehicles used in intrastate work, although occasional servicing was done on a few vehicles used in interstate commerce.

The higher court refused to hold in favor of the watchman saying that he was not entitled to the benefits of the Fair Labor Standards Act, since he was within the Act's provision exempting employes of "service establishment," the greater part of whose servicing was in intrastate commerce.

Permission Defined

All motor vehicle insurance policies cover persons who use the vehicle by permission of the insured.

In Snyder v. St. Paul Mercury Indemnity Co., 191 S. W. (2d) 107, reported January, 1946, it was shown that an employe stole a motor truck and had a collision. The court held that the insurance policy did not cover the accident because the employe was not using the truck by "permission" of its owner.

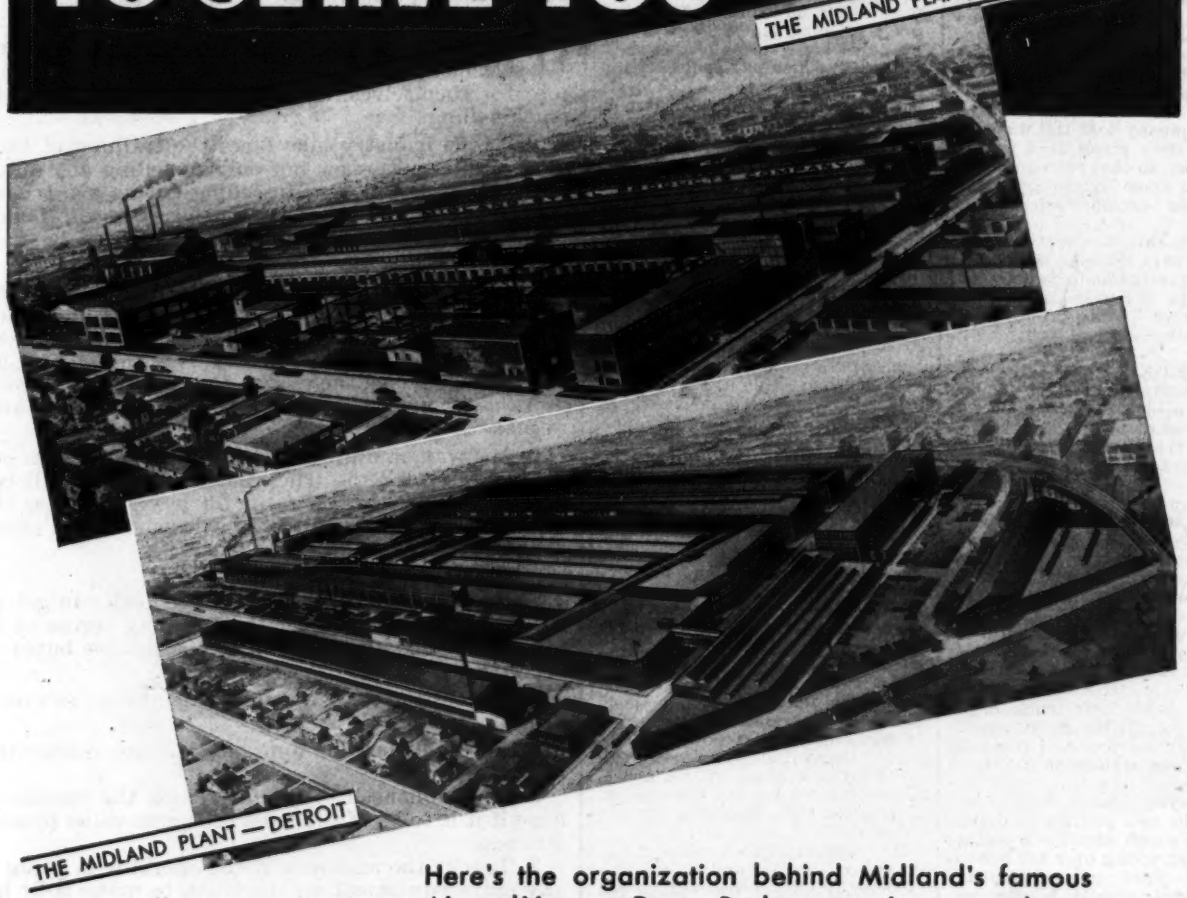
This court held that if an automobile is delivered to another with the "permission" of the owner or insured, the subsequent use of the automobile by the driver is protected by the policy, regardless of whether the automobile is driven within the contemplation of the owner when he gave permission for its use.

Automobile dealers who may buy an automobile from an employe of the owner must be able to prove that the latter authorized the employe to sell the car, otherwise the dealer must return the car to the owner.

For example, in Trinity Finance

(Continued on Page 41, Col. 1)

TWO GREAT PLANTS TO SERVE YOU



Here's the organization behind Midland's famous Air and Vacuum Power Brakes—two immense plants, unsurpassed in equipment, facilities and personnel. Here's evidence of the merit offered to you in Midland Power Brakes, Door Controls, Power Shift, Power Shovel Control and other Midland products which provide safer, more economical operation for countless users in many fields. You can depend upon the great Midland factories for highest quality and satisfactory cooperation and service.

Our enlarged plant facilities make it possible for us to consider the manufacture of a few items in household or office appliance, automotive or mechanical fields. We invite inquiries to Midland New Products Dept., at the address below.

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MIDLAND
AIR and VACUUM POWER BRAKES — CONTROLS

Commercial Car News

A Regular Monthly section for the men who make, sell and service America's 5,000,000 Trucks, Buses and Commercial Vehicles.

Truckin'

Don's Meet

Busy Day

Best Bust

By Jack Weed

DON MEYER of Truckstell held one of the most interesting conventions, truckwise, that this industry has seen in many a day at Detroit's Hotel Statler. At his convention were all of the stockholder-distributors of his company — the boys who not only distribute the many pieces of truck equipment Truckstell produces but who are also the owners of the company.

A different day was set aside to each of the Chevrolet, Ford and Dodge truck departments and at the dinner on each day the "brass" of that company told the distributors what their plans were for the coming year, so that the equipment boys would know how to work with each dealer organization in the field.

Don gets this cooperation from the truck boys because he has set up his organization to sell to and through the truck dealers to the truck owners — his group never solicits business direct.

* * *

JACK BURKE, truck sales manager of Chevrolet, used an unusual simile to point up the value of a truck salesman to his organization today when he spoke to this group one night. I think it's worth repeating.

Jack says that if truck salesmen would use the capital S as the basis for their work — a capital S standing for service to the customer — that the customer would draw in the two bars that make the dollar sign.

I go for that simile with no reservations. Some of the best truck salesmen — and biggest commission check cashers I have ever known — built their truck buyer following by giving them out-of-the-ordinary service. And it wasn't all on the entertainment side by a long sight.

Don Meyer passed that story along to his own distributor organization — which already is setting its sights at selling over $30 million worth of third axles, auxiliary transmissions, wheels, booster engines, safety tanks and what have you, this year. Don said if you fellows will serve the dealer and the dealer's salesmen, as you would like to have those boys serve their customers, "we'll double that amount of business, I am sure."

* * *

YOUR silver-thatched columnist had at least one busy day that week. Went to New York on the Detroiter to see Dr. Cyr of Columbia University and Reo get "oscar awards" from *Safety Engineering* magazine at an 11 a. m. meeting in the Pennsylvania hotel; had lunch with the Reo gang at the Governor Clinton at noon; flew American back to Detroit and spoke to the Truckstell crowd that evening in the Statler here. That's not having breakfast in Detroit, lunch in New York and dinner in London, but it's getting around plenty fast for me.

Incidentally, writers are always

(See TRUCKIN', Page 45, Col. 1)

In This Section

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Truck Service Stations .....Page 34
Truckstell Program .....Page 33

Quick Delivery Reported on Surplus Parts

Recent Inventory Now Pegs the Amount of Stocks Available

DETROIT. — Final inventory records of $174,594,376 worth of surplus truck replacement parts has just been finished by the Detroit office of Surplus Property, Surplus Automotive Parts division of the Department of Commerce, and for the first time since automotive surplus parts were placed on sale it is now possible for a dealer to order and get his parts within 30 days, claims W. P. Baughman, manager.

Copies of this inventory, which lists each part for sale by the maker's part number, unit of measure, number on hand and the list price, are being sent out this week. The parts are listed alphabetically by makers, which makes it easy for the regional office to tell the dealers if they have any needed part in stock.

In addition to the above parts listed in the inventory book, the Office of Surplus Parts also has approximately $75,000 worth of miscellaneous parts under the $250 quantity, which is the lowest number of parts listed of any one line in the inventory.

Now for the first time since these parts were offered for sale, each divisional office knows exactly what parts are in stock, how many of each, where they are located and what their condition is. Under present plans, it is expected that within another month this inventory will be corrected every two weeks and parts that have been sold will be dropped and new additions that have been declared surplus by the various government agencies will be added.

And for the first time it is now possible to work a dealer's order and get shipping instructions out to the various depots within one week and have the parts shipped by the depot within another two weeks. Thus, within three weeks after a dealer sends in an order, the parts that can be supplied should be in transit to him.

Replacement parts now in stock are for General Motors Trucks, ½-ton, 1½-ton 4x2, 1½ to 3-ton 4x4, 2½-ton 4x2, 2½-ton 4x4, 2½-ton 6x4, 2½-ton 6x6, 4-ton 4x4, 5-ton 4x2 and 10-ton 4x4.

Chevrolet trucks, ½-ton 4x2, ¾-ton 4x2, 1½-ton 4x2 and 1½-ton 4x4.

Dodge trucks, ½-ton 4x2, ¾-ton 4x4, 1½-ton 4x2, 1½-ton 4x4.

IHC trucks, ½-ton 4x2, ¾-ton 4x2, 1-ton 4x2, 1¼-ton 4x2, 1½-ton 4x2, 2½-ton 4x2, 2½-ton 4x4, 2½-ton 6x6, 5-ton 4x2 and 5-ton 6x4.

Ford trucks, ¼-ton 4x4, ½-ton

(Continued on Page 38, Col. 4)

Jubilee to Stress Contribution of Truck Industry

By George Deery
Staff Writer

DETROIT.—The contribution of motor trucks and buses to the development of this nation will be stressed in the celebration of the Golden Jubilee of the Auto Industry May 31-June 2, Karl Richards, manager of the motor truck division of Automobile Manufacturers Assn., said last week.

Plans for the celebration here and similar observances include parades and other activities in which the old and new commercial models will be highlighted and emphasis placed on the promotion of

(Continued on Page 40, Col. 4)

Body Bottleneck Stymies Program for School Buses

What Are They Going To Use It For?

NEVER since the birth of the first truck have we as an industry faced the need for replacing more trucks, because they have become worn out and uneconomical to operate, or have we faced the need for taking more care in selling the proper truck, equipped with the proper auxiliary units to make the truck fit the buyer's business.

Nor have we been as poorly equipped in truck sales power to do this essential truck selling job at any time during the past 20 years.

* * *

DURING the war years a large proportion of the truck salesmen, who didn't get into the service, found other jobs for themselves. Many of them haven't come back to truck selling.

Thus the industry now faces the training of thousands of new salesmen—new not only to selling any automotive unit but absolutely new to selling trucks and truck transportation. And today, the truck buyer needs sound transportation—engineering advice and help as he has never needed it before.

Because of increased costs of operation and greatly increased wages, which the haulers must now pay their drivers—whether they are driver-salesmen such as operate milk, bakery and laundry routes, or are just the drivers who wheel the cargo carriers around—truck operators need much more efficient vehicles if they are going to make a profit.

In one way, and in the long run, this may turn out to be a good thing for the truck industry, but it will be tough on every dealer and operator for a while, unless the dealers start in right now to train salesmen to sell transportation, rather than just trade trucks.

* * *

ONE of the quickest ways for the dealer to get the idea of modern and proper truck selling across to his men is to insist that they ask every prospective buyer: *"What are you going to use the truck for?"*

This question does the following things in every truck deal:

1. It establishes the approximate size vehicle the operator should have.

2. It establishes the type of vehicle the operator should have if it is to be of the most economic value to him in his business.

3. It tells the salesmen if the operator is going to need any extra equipment on the truck to make it fit his business, and thus not only opens up a new extra profit source for the salesman but also enables the salesman to call on at least one transportation specialist to help him on the deal—the suppliers of auxiliary transmissions, special axles, dump body equipment and all the other transportation aids.

4. And last, but far from least, it schools the prospect to look to that dealer's establishment for all of his hauling needs.

* * *

WHAT are you going to use the truck for, where does the truck operate, how much load will it carry, what is the type of load, and what size body do you need? are questions every truck salesman should ask before he ever makes a recommendation. The answers to these questions are the keys to making a satisfactory truck deal—satisfactory to both buyer and dealer.

If the salesman doesn't know what size and type truck to recommend after getting the answers to these questions, he should call one of the special equipment men his dealer works with and get his advice—these men are usually good transportation men and have the answers. Knowing all trucks, they can suggest the proper model to provide the most efficient and economical hauling unit to fit the customer's needs.

Chassis Schedule Tops Estimates

Only 6,500 Vehicles Seen Available for September Delivery

DETROIT.—From all indications, there will not be over one-half the school buses available early in September to take care of the replacement demands of the school transportation needs of the various states, according to results obtained from a poll of school bus chassis and body manufacturers made last week by AUTOMOTIVE NEWS.

While the need of the industry, as expressed at the Jackson's Mills national school bus conference, showed that it would take in the neighborhood of 36,000 buses to replace worn-out vehicles now and to provide transportation for the new consolidated schools that will come into being this year, it is doubtful if more than 6,500 buses will be ready for delivery by the end of September unless present material supply and labor conditions materially change in the next 30 days.

Last December, when Automotive News made a similar survey it was found that the bus body builders expected to produce at least 18,000 bodies and would have approximately 12,000 ready for mounting during July and August and ready for the new 1946 school year.

The fear expressed then was that the vehicle manufacturers would not be able to build the chassis to go under the bodies in time to meet the usual delivery requirements.

Now, however, the situation is completely reversed. Vehicle manufacturers feel that, if the coal strike is not too severe on steel supply, they will be able to deliver by the end of September approximately 11,500 chassis out of the approximately 31,500 that have been scheduled.

Body builders, however, due to labor trouble and a serious shortage of sheet steel, feel that they will be lucky indeed if they are able to have 6,500 bodies ready for mounting by that time out of

(Continued on Page 36, Col. 1)

Now It's Chicago; Department Stores Offer Trucks

CHICAGO.—A new turn was given here to disposal of surplus Army trucks when two large Chicago department stores offered 350 Studebakers purchased from War Assets Corp.

The offering was made in the form of a full-page newspaper advertisement by Mandel Brothers stating that this firm has 200 units for sale, and a half-page advertisement by Goldblatt Brothers of 150 trucks.

The Studebakers are 2½-tonners. The advertisements make it clear that dealers are barred and that orders will be accepted only from firms or individuals buying the trucks for their own use.

Other stipulations mentioned in the advertisements are that World War II veterans will be given priority in purchasing.

Dodge Ends China Order

Last of 15,000 Trucks Contracted for in War Crisis Bound to Help Ravished Land Rebuild

DETROIT. — Completion of the contract for 15,000 heavy - duty trucks for the Chinese government, which originated with one of the most urgent and dramatic situations of World War II, was achieved last week at the Dodge truck plant of Chrysler Corp.

This situation was the race against disaster as Chinese and American forces endeavored to complete the Stilwell (Ledo) road when the Old Burma road fell into Japanese hands.

Early deliveries of the specially built trucks were used to haul military supplies from India over the new Stilwell road, and subsequently over the old Burma road when it was retaken. They now are helping rebuild the war-torn country, and carry food and clothing to the millions in need.

The heavy-duty vehicles were specially designed by Chrysler Corp. engineers for performance over extremely poor roads under the most severe operating conditions to be encountered.

Many features of the U. S. Army combat vehicles such as specially designed springs, axles, frame and steering gear were incorporated into the trucks to provide the ruggedness required to withstand the terrific pounding resulting from almost continuous operation over "the world's worst roads," Dodge officials said.

A 331-cubic inch engine was designed for efficient and dependable operation with poor quality fuels and in extremes of altitudes, grades and temperatures. A special kit was designed and furnished for use when alcohol and low grade gasoline were blended as a fuel. New improved bearings, downdraft carburetor, improved cooling system and sodium-cooled exhaust valves were some of the features of this engine.

A special front axle, designed to provide shorter turning radius, was furnished to negotiate the innumerable hairpin turns in the Stilwell and Burma roads. Rear axle as supplied was of proper ratio for poor surfaces and the steep grades of these roads.

A complete round trip over which these trucks have been operating from Ledo covers 4,700 miles, with repair stations few and far between.

Following V-J Day production of these trucks was carried on without interruption because of the continued need for them in the rebuilding of China and in the distribution of essential supplies to the country.

DODGE TRUCK PLANT in Detroit has completed its contract for 15,000 heavy-duty trucks for the Chinese government to use in rebuilding the war-torn country and carrying food and clothing to the millions in need. L. J. Purdy (right), vice-president in charge of trucks, congratulates E. J. McPhee (left), plant manager, as the final truck rolled off the busy lines to complete the contract.

Virginia Board Vetoes Collection Of Truck Tax

RICHMOND, Va. — Virginia's 2 percent gross receipts tax on out-of-state truck operators will not be collected for the period between last Jan. 1 and March 15, 1947, when the recently enacted law repealing the entire levy takes effect, it was announced last week.

Gov. Tuck said that he would accept the two-to-one recommendation of the State Reciprocity board which was challenged by railroad spokesmen. They questioned its authority to waive the tax in view of General Assembly's action in setting a definite date of March 15, 1947, for its repeal.

The governor said that his acceptance of the board's decision was in keeping with advice from the attorney general that he had full authority to grant the waiver and carry on reciprocal agreements.

Others are profiting from AN Want Ads, why not you? See inside backcover.

How Could It?

Carrier's Inability to Run Recognized by State

JACKSON, Miss. — A trucking firm's inability to operate because of labor difficulties does not warrant revocation of operating rights, it was held by the Mississippi Public Service Commission in dismissing a citation against Gordon's Transports, Inc. last week for failure to operate over certain certificated routes.

The concern presented testimony showing it had not wilfully abandoned its routes but was forced to do so when union drivers out of Memphis struck and called on union drivers at other terminal points to refuse to drive for the company.

The commission also adopted a general order defining the termination "cessation of hostilities" as used in temporary wartime permits issued to operators to expire "six months after the cessation of hostilities." The term was defined to mean six months after Congress or the President declares the war emergency at an end.

Cooke Chevrolet

Cooke Chevrolet Co., Wadesboro, N. C., has been chartered with authorized capital of $100,000 and subscribed stock of $20,000 to buy and sell automobiles. Principals are **E. M. Cooke, Mary Elizabeth Cooke** and **John M. Cooke**, all of Wadesboro.

* * *

A business name has been filed for Eden Motor Sales, Eden, N. Y., by **Harvey S. Hooker.**

Every Fleet Operator and Body Builder should have THIS NEW BOOK

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Evans Completes New Models Of Auto-Railer

DETROIT.—Completion of engineering and design for postwar models of the Evans Auto-Railer, the dual purpose railroad and highway vehicle, was announced last week by Ferd Keihn, manager of the Auto-Railer division of Evans Products Co.

Auto-Railers are equipped with retractable steel flanged pilot wheels to hold the vehicle on railroad tracks. Tractive power is provided by standard vehicle wheels, equipped with special tires designed for maximum traction on wet and slippery rails. For highway operation, the pilot wheels are retracted by controls from the driver's seat. A full speed reverse gear is incorporated into the standard truck shift for rail operation.

Two models of the Auto-Railer will be produced in 1946, a 1½-ton railroad maintenance of way truck and a ¾-ton railroad inspection car. The 1946 inspection car will have an all-steel body, combining the strength of a panel truck with the comforts of a deluxe station wagon, according to Keihn.

Engineering improvements developed during the war in production of Auto-Railer cars for the Army have been incorporated into the new models. These include a one-third reduction in overall weight, simplified hydraulic retraction gear for the pilot wheels and improved weight distribution.

FIRST POSTWAR auto-railer demonstrated at Plymouth plant of Evans Products Co., Detroit. Retractable steel pilot wheels hold this 1½-ton railroad maintenance-of-way truck to tracks. Special tire treads provide maximum tractive power on steel rails. For operation on highways, pilot wheels are retracted by control levers in truck dashboard.

Others are profiting from AN Want Ads, why not you? See inside backcover.

Morrison Motors

Incorporation papers have been granted Morrison Motors, Inc., Ashtabula, O. Incorporators are **Theodore E. Warren, M. H. Young** and **Robert S. Morrison.**

* * *

The garage and showrooms of Barnesville Motor Co., Barnesville, Ga. (Chrysler), have been remodeled and redecorated. **J. F. Coulton** is the owner.

Truckstell Program

Firm Expects Sales to Exceed $30 Million; Announces New Products

DETROIT.—Predicting that 1946 sales of Truckstell Mfg. distributors will exceed $30 million, president Donald W. Meyer outlined the company's sales plans during the annual convention for distributors here last week. The meetings were attended by executives, sales and service personnel from all sections of the U. S. and Honolulu.

Truckstell's products include special equipment items for trucks, such as auxiliary transmission and rear axles, booster engines, tandem rear axle drives, safety gasoline tanks and trailing third axles.

"This equipment has helped the American trucking industry to do a wartime hauling job beyond all expectations," said Meyer. "We can expect a large sales increase this year because better and faster truck transportation will be necessary to move the great volume of peacetime products. Not only will more trucks be on the road, but many trucks will have to carry bigger loads and that's what our equipment is designed to do."

Guests at the sessions this week included Ted V. Rodgers, president, American Trucking Assns.; J. W. Burke and A. R. Cosgrove, truck department of Chevrolet; J. D. Ball, Dave W. Lee, and V. C. Kloepper, truck division of Ford; L. F. Van Nortwick, George A. Orphal, and Herman Ude, truck sales department of Dodge.

Speakers covering technical subjects included S. F. Baker and Ivan Graham, Thornton Tandem Co., Detroit; R. R. Murphey and Frank House, H. S. Watson Co., San Francisco; E. R. Boeck and H. H. Weber, Truck Equipment Co., Buffalo; G. C. Vanderberg, Clark Equipment Co., Buchanan, Mich.; J. H. Turner, Allied Equipment Co., Detroit, and Don McHenry, Mechanical Handling Systems, Detroit.

Meyer was assisted in convention arrangements by Jack Maynard, vice-president and Detroit distributor; Howard Lynch, sales manager, and division managers G. K. Smith, L. W. Creed, C. L. Brower, and W. F. Balzerick. Maynard outlined nationwide plans for advertising and sales promotion.

F. D. Knoblock, president, Thornton Tandem Co., Detroit, said he expects the locking differential to be one of his company's most important products this year.

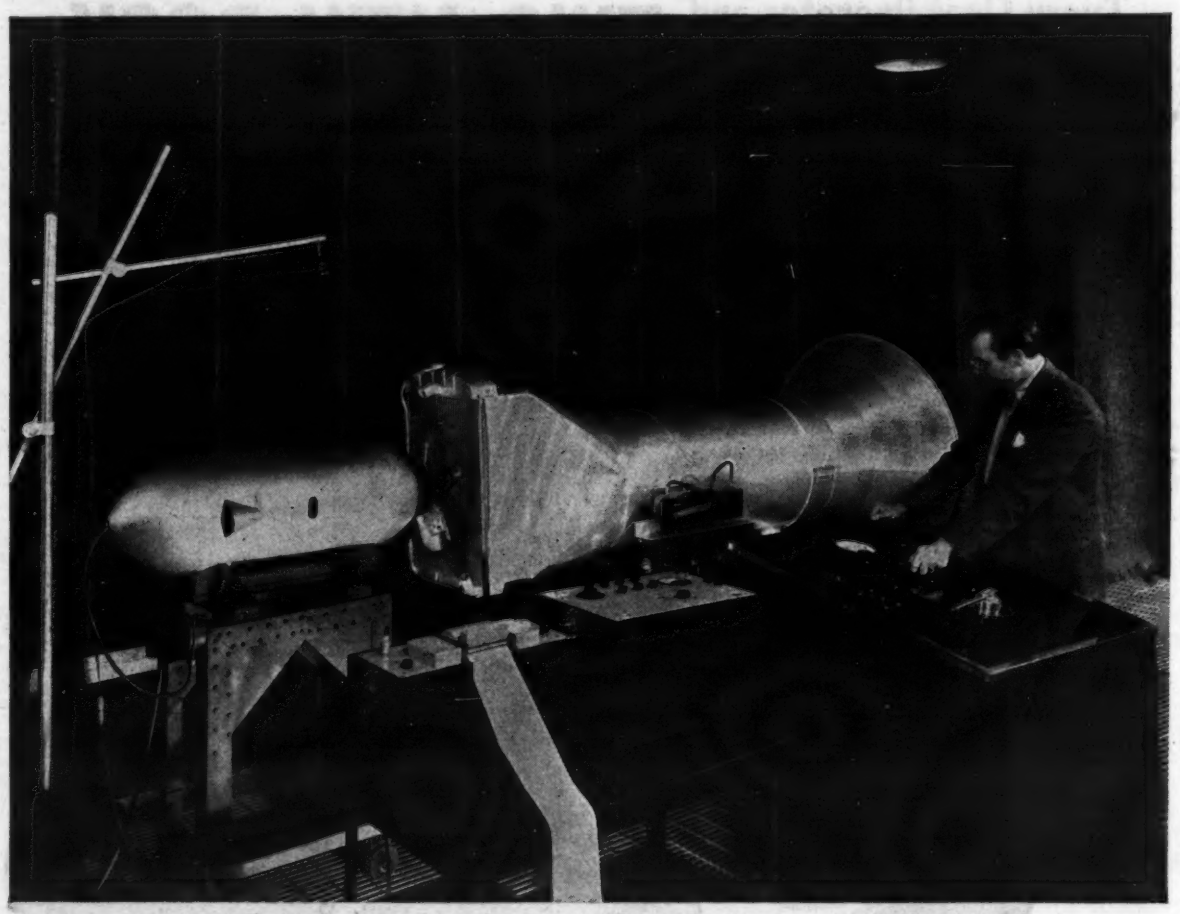
He explained the unit as something that can be built into any car or truck differential and the result will be to eliminate the rear wheels spinning on ice, mud, snow or sand. He said the equipment at present is designed principally for trucks and named other advantages such as 50 percent faster acceleration on ice, less tire wear, better brakes and safer driving.

Knoblock also said his company has plans for a new chain drive for trucks, which will be distributed by Truckstell as soon as it is in production.

E. R. Boeck, president of Truck Equipment Co., Buffalo, predicted a great future for gravity springs. This is the same type of gravity suspension used on the trailing third axle sold by all Truckstell distributors.

Chief advantages of the new type springs, according to Boeck, are greater load stability and safety, easier handling, longer tire life, better braking and lower maintenance.

Truck Equipment Co. designed the gravity spring and controls its patents. They have licensed Fruehauf to build these springs on trailers. Boeck said at least one heavy duty truck manufacturer already is in production on trucks equipped with gravity springs, adding that he expects the same type springing to improve the riding qualities of passenger cars.



Testing new fan design in Free Field Sound Room

Noises Measured in Auto Industry's Only Sound and Wind Lab

"Quiet Please!" is the goal of operations in the automotive industry's unique laboratory recently completed by Hayes Industries, Inc., at their Jackson, Michigan, plant.

The most complete installation of its type in the country for both sound and dynamic tests, present activities are concentrated on Hayes engine cooling fans and automobile muffler designs. Facilities accommodate tests ranging from single fans and mufflers to complete motor cars and trucks. Other noise making components, such as car heaters, can also be tested, as well as almost unlimited commercial products ranging from air conditioning units to lawn mowers.

The unusual combination of layout and instruments shown in the Free Field Sound Room above, is attracting industry-wide attention. The operation shown in the suspended floor room, with its sound absorbing hair felt panels, is a test on a new design auto fan, measuring air flow, horse power absorption, sound level and cycle frequency. Instruments shown include a microphone (top left), dynamometer (left) with fan mounted at right end, and tachometer below; air flow measuring duct or wind tunnel containing Pitot tube (at right above), and in the foreground the recorder for graphic frequency and sound level indication in decibels, sound level meter and analyzer, manometer measuring air velocity, and dynamometer control panel.

The new building also contains a dynamometer room for complete engine and muffler tests under actual installation conditions, and an experimental machine shop.

HAYES INDUSTRIES, INC. • JACKSON, MICH.

IHC May Spend $17 Million for Louisville Unit

LOUISVILLE. — International Harvester Co., negotiating for the purchase of a War Assets administration plant here for approximately $6,700,000, has applied to the Civilian Production administration for authority to spend $10,650,898 for improvements to the property.

New buildings and additions planned by International include a complete gray iron foundry, die shop, forge shop, generator building, loading dock and warehouse. Company spokesmen said the plant will employ about 6,000 and that operations might be started by the end of this year.

The plant was operated during the war by Curtiss Wright, and will be held as a stand-by defense plant for the government.

Concord Motors Co.

Articles of incorporation have been filed by Concord Motors Co., Concord, Calif. Principle office is in Reno, Nev. The directors, all of Reno, are **M. F. Taylor, H. Cunningham** and **A. B. Schindler.** Authorized capital will consist of $200,000.

Reduces Congestion

Trackless Trolley Gains Popularity in Cities For Expediting Traffic Flow

By Jonas Howard
Special Writer

NEW YORK.—It is an outstanding fact that highway and street construction, traffic control devices and techniques, driver-pedestrian education, and control have not, for years, kept abreast of the development and improvements achieved by the motor vehicle industries.

There have always been too many vehicles for available street and highway facilities, and therein lies the crux of the deplorable traffic situation as the automobile trade confronted it prior to the last war.

That this situation is clearly related to the automobile industry and its future cannot be doubted. Cars and trucks are designed for service on streets and roads, and the pleasure or usefulness they bring to the man who invests in them is necessarily limited by the street and highway facilities and comforts which exist.

Commercial truck operators find their operating and maintenance costs rising steadily as congestion slows down their deliveries, increases wear and tear on vehicles, increases oil and fuel consumption per mile, and raises the cost per mile of the truck driver. In light of this, many in the trade feel that the industry should take more direct interest in this whole subject than it ever has in the past. Especially in light of the promise of millions of more vehicles in future than we ever had in the past!

A study of the whole subject of street and highway traffic control over the years reveals certain primary causes for traffic chaos and congestion which remain to this postwar day. Many correctives have been designed and applied, some have helped, few have cured.

Yet a great deal of planning for postwar traffic went on during the last war, and it is largely designed to unify the handling of traffic coast to coast. It is the work of municipal engineers, police, transit and civic groups. Its principle objectives are given as follows:

First, it is proposed to give encouragement to wider use of mass transport vehicles in urban areas, and on casual errands which will relieve busy streets of private motor cars, ease the parking situation, benefit the merchant.

Second, reduce the rate of interruptions to traffic flow.

Third, provide more parking spaces, especially in locations near transit terminals and in congested areas.

Fourth, intensify driver-pedestrian education.

Fifth, improve traffic signals systems, especially along the line of synchronization. Use more illuminated highway signs.

Widen roadways and streets, and ramps.

Install more "through" streets and arteries.

Increase speed of traffic flow.

One factor which the automobile industry probably has overlooked is the transit factor. The effect of motor bus street car and trackless trolley coach upon the flow of urban street traffic is vitally important, and postwar planners have sought methods of, first, making such travel faster, safer, more comfortable, second, getting their wider use at busy hours in congested areas.

The advent of the trackless trolley coach in almost a hundred cities brings a new factor into the urban transit situation, and its affect upon the enjoyable or profitable use of motor vehicles. Tests have shown that the trackless trolley coach while in no sense a substitute for either motor bus or street car is a powerful supplement, especially on certain types of routes, and with certain kinds of passenger traffic.

Some of the advantages offered by this "mass urban transport vehicle of the future" are: It is safer, because it loads and unloads at the curb, is easier to drive and control, is lower in maintenance cost, more comfortable, fewer jolts and jerks, faster, because it accelerates and decelerates more quickly, takes grades faster, can by-pass obstacles or be rerouted in a traffic emergency, runs more quietly and holds its place in traffic.

In the last analysis, traffic control is a localized matter. But the general objectives, devised to meet general faults are the same all over the country. That the automotive trade has a direct interest in watching local trends in light of national objectives, is obvious.

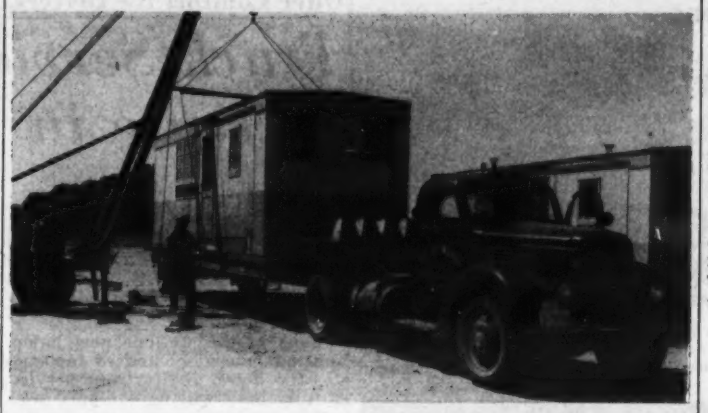
The motor car or supply dealer doing business in a congested urban area is just as much injured by intolerable local traffic congestion and lack of parking space as is the grocer, butcher or hardware man.

Tests revealed in 1940 that the average flow of traffic in congested areas was at the rate of 3 mph! It is hoped that this rate of speed can be favorably affected by the introduction of correctives now being applied.

Transit is still one of the key factors in the situation.

Last year, for instance, 2,335 orders were placed in this country for electric transit vehicles of which 1,255 were for streamlined street cars, while 1,080 were for trackless trolley coaches.

If transit can be improved, a great deal will have been done to unravel the complexities which may be expected to result when 50 million motor vehicles bid for the use of our streets and highways!



MASS PRODUCTION of 43,000 two-bedroom homes annually, if necessary materials and equipment are readily forthcoming, was promised last week by P. W. Litchfield, chairman of Goodyear. The above photo shows how a Wingfoot Home may be loaded or unloaded quickly by use of a boom. The bedroom wings of the house are telescoped in for movement on the open highway.

☞ Want Ad Dept., Inside Back Cover

Damage Slight In Dorsey Fire

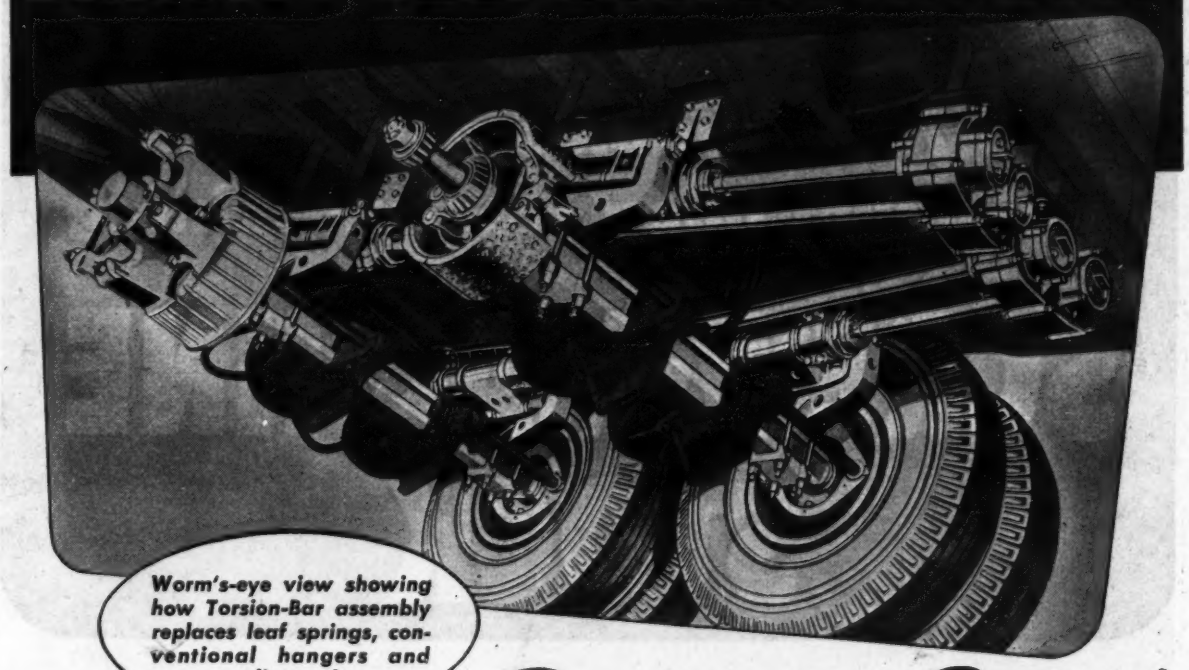
ELBA, Ala.—Production was not disturbed by the recent fire which caused slight damage at the Dorsey Bros. plant here, J. V. Wright, of the firm's sales department, reported last week.

Wright emphasized that damage resulting from the blaze "was of only minor significance." An earlier report carried by AUTOMOTIVE NEWS was "a bit misleading," he added.

Higher Tax Rates Apply To Stocks for Salary

WASHINGTON. — Stock options received by an employe from his employer are taxable at income rates, the Internal Revenue Bureau ruled last week. The "cut-rate" option ruling would principally affect high salaried executives who receive part payment in stock. They would have to pay taxes at income rates, which range as high as 85 percent, rather than the 25 percent top limit from value increase of stock held six months or more.

THE NEW FRUEHAUF
GRAVITY SUSPENSION TANDEM



Worm's-eye view showing how Torsion-Bar assembly replaces leaf springs, conventional hangers and radius rods.

Revolutionary Design!

Road-Tested 2 Years Under All Conditions—Amazing Savings In Maintenance and Tire Cost!

● **PERFECT SPRINGING** —"feather soft" when light—with spring action exactly proportional to the load—**leaf-springs eliminated entirely.**

● **BRAKING SMOOTH AND SURE** —no chatter—no wheel hop—Torsion Bar Springs don't know the brakes are applied.

● **GREATER STABILITY AND SAFETY**—on the Fruehauf Gravity Suspension Tandem the Trailer actually hugs the road on turns. Also, axles ride road contours and bumps—independently of one another—to provide a "sure-footedness" unmatched in any other Trailer. Increases load stability!

● **LONGER TIRE LIFE**—you forget about destructive tire scuffing. Axles "follow the curves" automatically in all normal in-and-out, on-the-highway travel.

● **LOWER MAINTENANCE** —all bearings are lubricated for life. Radius rods, leaf springs, conventional hangers have all been discarded in this revolutionary design.

For complete facts about the performance and construction of this new Tandem, just ask at your nearest Fruehauf Branch for the "Tandem Booklet". Or, if you prefer, a penny postcard will bring this informative "working model" by return mail.

Fruehauf Trailers

A TRUCK IS LIKE A HORSE

World's Largest Builders of Truck-Trailers
FRUEHAUF TRAILER CO., Detroit 32
8 Factories—60 Factory Service Branches

"Engineered Transportation"

Modern Service Stations . . .

ARTIST SKETCH of new modern truck service station of Associated Oil Co. to be opened at Redding, Calif., sometime next month. The station is a two-acre paved unit located at Highway and Canal Sts. in Redding. Construction started Feb. 1 of this year.

NIGHT VIEW of Richfield Oil Co.'s super-truck service station at Main and Garces Sts., Las Vegas, Nev. This is the first truck service station to be opened by Richfield in the Pacific States area. It is only partially completed due to shortage of materials.

Offer Comfort for Drivers, Too . . .

Truck Service Stations Increase in West

By Lynn Rogers
Staff Correspondent

LOS ANGELES. — Establishment of a network of truck super-service stations is under way on the Pacific Coast. A few are now in operation here and in other cities where truck travel is heavy.

Most of the stations now in operation have only limited facilities for the driver comfort and service. Future ones will be equipped with every modern convenience for the driver and for truck maintenance. Most of them will include a machine shop for repairs, special lubrication facilities, salesroom with auto supplies and parts for heavy equipment. Comforts for drivers will be provided, such as a dormitory and restaurant, air conditioned lounge, and hot and cold showers.

The new stations will be equipped with high capacity fuel pumps so arranged that vehicles can be fueled on both sides simultaneously, with the total sale recorded on a single meter unit. Stations will be equipped with four, 17,000 to 20,000 gallon capacity, vertical surface gasoline tanks, making it possible to perform efficient and fast service. These stations will be at strategic points along major highways in the western states, 150 to 200 miles apart.

Because the stations will be open 24 hours a day, operators plan to serve drivers of passenger vehicles as well. Need for this type of service to truck drivers has been seen by the major oil companies on the west coast for years and the establishment of this service is but one of the many postwar plans contemplated.

One of the major companies going into this phase of the business is Associated Oil Co. Last week it announced that it is constructing several of these truck service stations on the west coast. First in this area to be placed in operation is in Long Beach on west Pacific Coast highway. Others in operation or under construction are in Bakersfield, Fresno, Sacramento, Redding, Calif., and Reno, Nev.

Richfield Oil Co. has completed 12 of these stations on the Pacific Coast and they plan to increase this number to 50 or 60 as soon as building materials are available.

At terminal points such as Seattle, Wash.; Portland, Ore.; San Francisco, Sacramento, Los Angeles, San Diego, and El Centro, stations will be provided with huge loading platforms where freight can be transferred to other trucks.

Iceing facilities for refrigeration trucks, teletype service and bulletin board service will be made available to drivers and weather reports will be issued daily. These stations will be complete in every detail and modern in construction and operation.

Since the new program went into effect one has been put into operation by Richfield at Main and Garces Sts., Las Vegas, Nev.

The operation covers a total of 120,000 square feet and when fully completed will afford all the facilities planned. One of the features of this and other stations contemplated is the large area of parking space provided for trucks.

General Petroleum Corp. has purchased a site for one of these units in Los Angeles and its plans call for the establishment of others in outlying areas. Other major oil companies and a few of the larger independent ones are also planning to establish these service units in the Pacific states area.

Available NOW on 24-Hour Shipment . . .

R317T, Reynolds new strong aluminum alloy free-machining

SCREW-MACHINE STOCK

Are your screw-machines hungry for stock? Men idle? Orders unfilled?

Then wire, write or phone us today for a supply of R317T, Reynolds new strong free-machining aluminum alloy screw-machine stock.

24-HOUR SHIPMENTS

R317T is now available in all standard sizes of rounds or hexagons for 24-hour shipment.

ADVANTAGES OF R317T

This new Reynolds Aluminum alloy is becoming famous for making any finished shape requiring free-machining. Weighing only ⅓ as much as steel or brass, it puts less strain on machine bearings—is easier on cutting tools—trims with small, free-falling, easily packed chips.

R317T COSTS LESS

Finished products of R317T cost less than brass because of light weight and small loss in cutting. Often you get a *better* finished product from this sturdy, durable, war-developed alloy.

R317T is superior to other aluminum alloys for machining because all cold-drawing strains are relieved with a final heat treatment in finished form—minimizing warp during machining.

SOLVES YOUR PROBLEMS

Reynolds R317T is the new screw-machine stock that may solve your problems now. Save time along your line! Fewer rejects! Finer production faster, at lower cost.

For 24-hour shipments or information, get in touch with the nearest Reynolds office or write, wire or phone Reynolds Metals Company, 2539 South Third Street, Louisville 1, Kentucky. *Offices in principal cities.*

STANDARD STOCK AVAILABLE NOW

17S-T, Reynolds standard screw-machine stock also available on 24-hr. shipment.

• • •

STRUCTURAL SHAPES

Quick shipment. Strong alloy aluminum rolled structural shapes.

FORGINGS—FORGING STOCK

Early shipment on all types and kinds of aluminum forging stock or press forgings contained in an area 7" x 16". Engineering help in designing dies.

Consult Reynolds for Aluminum NOW

REYNOLDS METALS

REYNOLDS ALUMINUM

Plywood Blunder Threatens Body Builders in Ore.

PORTLAND, Ore.—Five Portland automotive body builders confronted with a possible close-down of operations have called up Senator Guy Cordon and Senator Morse to seek immediate action toward clarification of the priority on plywood.

The builders sent telegrams and followup letters to the senators declaring the plywood order "says that 40 percent of the mill output is to be used for the veterans' housing program and 60 percent to be available for other uses, but it seems that no provision has been made for anyone to obtain any of the 60 percent."

Unless priority provisions are made soon, so that they may obtain a share of the "60 percent," the body builders may shortly be compelled to start laying off men, and truck operators depending on them for new equipment and repairs may also be faced by the same situation, according to John H. Bollons, general manager of Pacific Body Builders, Inc.

The five firms employing about 200 men, many of them veterans, include Wentworth & Irwin, Inc., Fruehauf Trailer & Equipment Co., New Haven Carriage Works, Consolidated Freightways, Inc., and Pacific Body Builders, Inc.

The letters said the builders had "looked for substitutions such as masonite, and light gauge sheet steel, which is far from satisfactory for inside body lining. However, it is impossible to secure them, due to the recent strikes." Bollons said the firms had been obtaining plywood on a day to day basis, getting "a sheet here and a sheet there" from various retailers to keep operating.

Chicago Terminal Site Sells for $290,000

CHICAGO.—Chicago Title & Trust Co., as trustee for undisclosed principals, last week bought the American Terminal Co. property at 3333 S. Iron St. for $290,000.

Its 60,000 square feet of space contain a one-story motor truck freight terminal serving 22 trucking companies, along with an oil station and restaurant for drivers of these motor freight concerns.

You get the best results in our Classified Section, inside back cover.

News You May Have Missed

EDITOR'S NOTE: *Believing that many dealers send each month's truck issue of* AUTOMOTIVE NEWS *to the men in charge of their truck department, with the result they may miss truck stories that have appeared the intervening weeks,* AUTOMOTIVE NEWS *will henceforth list those stories once a month so that readers may check up on past stories if desired.*

APRIL 1 issue—Continental Motors announces new line of diesel engines . . . New Kansas City building planned by International Harvester.

APRIL 8 issue—Ford moves truck assembly to Highland Park (Mich.) plant . . . Studebaker announces new $1,500,000 truck cab and pickup building as part of truck production expansion program . . . Fred B. Lautzenhiser, of IHC, wins Cartoon Gal contest . . . Truck fee boost, starting April, 1947, okayed by New Jersey legislature . . . Reo school bus wins postwar safety award . . . Federal announces new heavy duty truck . . . New body firm (Oltman-O'Neil) starts producing . . . General Developing Co. announces new light fast delivery vehicle . . . Mack Dallas building to be ready May 15 . . . Truck haulage drops 7.4 percent in February . . . Bureau of Census reports fewer five-ton and larger trailers made in December . . . Mid-Continent Coaches buys three other bus lines to make it one of the largest in Oklahoma . . . Bear Mfg. points out safety checks that should be made on trucks (procedure pictures) . . . Fruehauf expands its Fort Wayne (Ind.) plant . . . Chevrolet shows cutaway chassis of new heavy duty truck.

APRIL 15 issue—OPA again promises new truck prices in 10 days . . . New fleet activity divisions formed by General Motors and Chevrolet . . . Reo's new Toronto plant nears completion . . . T. A. Duncan joins ACF-Brill . . . Truckstell names Ross Roy, Detroit, as advertising agency . . . Althauser named president of Indiana truckers . . . Nauman assigned to Fruehauf Billings (Mont.) branch.

Service Shop Opens

Marsh Motors, Inc. (Chrysler-Plymouth), formerly Macon Motors, Inc., announces the opening of its sales and service departments at 613 Third St., Macon, Ga. Manager **Max Marsh** states that a complete stock of parts for the repair and maintenance of Chrysler and Plymouth cars will be available.

Idaho Hits Back At Truck Levies Imposed by Wyo.

BOISE, Idaho. — Idaho Public Utilities commission may request from Wyoming the same tax exacted on Idaho vehicles operating within the state of Wyoming, according to a ruling last week by Idaho Attorney General Frank Langeley.

In an opinion requested by Idaho Public Utilities Commissioner W. B. Joy, Langeley said, "Since Wyoming has seen fit to exact certain fees for the operation of Idaho vehicles in the state of Wyoming, it appears to me that the Idaho Public Utilities commission has not exceeded its powers in requesting Wyoming vehicles to pay the same licenses as exacted on Idaho vehicles operating within the state of Wyoming."

Commissioner Joy had asked the attorney general's opinion on whether Idaho could make collection on Wyoming vehicles under the Idaho Reciprocity act.

He said that a fee of $5 is exacted from Idaho vehicles operating in Wyoming not to exceed five days, and also that a truck is assessed one-sixth of the annual fee for a maximum 60-day period of operation in the state.

Fruehauf Appoints Wees Richmond Manager

RICHMOND, Va.—C. H. Wees has been appointed manager of Fruehauf Trailer Co. here, according to an announcement last week by A. K. Tice, vice-president in charge of sales.

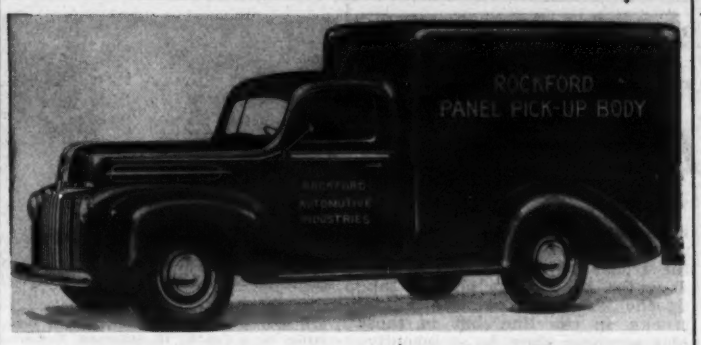
C. H. Wees

In making this announcement, Tice stated that Wees' promotion is in line with the Fruehauf policy of "promoting from within the organization in rewarding for outstanding service." Wees joined the Pittsburgh branch seven years ago. During the war he served as manager of the Washington office.

Iron and Steel Institute Sets May Parley in N. Y.

NEW YORK.—The fifty-fourth general meeting of the American Iron and Steel Institute will take place on May 23 at the Waldorf-Astoria here.

A morning general session, an afternoon technical session and an evening dinner session are planned.



THIS ROCKFORD panel pickup body was designed for mass production and is a knock-down package unit built in subassemblies, in prime paint. All necessary bolts and instructions are included with unit. This line of bodies was designed in standard sizes to fit all standard pick-up truck widths and lengths, providing the truck dealer with a sizable added profit on every pickup truck sale. A shop mechanic can install the Rockford knockdown panel pickup body in two hours, according to Rockford Automotive Industries, P.O. Box 832, Rockford, Ill.

Auto Industry Is Third In Using Electric Trucks

CHICAGO.—Auto and auto equipment manufacturers rank third among the nation's private industrial users of electric trucks, it is revealed in the results of a survey conducted by the Electric Industrial Truck Assn.

The survey shows that, as of Dec. 31, 1945, a total of 2,912 electric trucks were in service in 186 automotive plants. This is more than 8 percent of all electric trucks in use on that date.

"We finally located these parts although it took 2 ads several months apart. We believe in being persistent." Parsons Auto Reconstruction Shop, 45 North Franklin St., Washington, Pa.

Railroad Assn. Called Monopoly by Whiprud

WASHINGTON. — Assn. of American Railroads "is one of the greatest monopolies ever perpetrated in this country," Anre Whiprud, former Justice Department Transportation division chief, told a Senate committee last week. He was called to testify on a House-approved bill to exempt railroads from anti-trust laws in fixing rates.

The Senate Interstate Commerce committee is considering the Bulwinkle bill which would allow railroads to fix freight rates by agreement among themselves.

Sponsor Drive For Vets

William Cook, Willard Harness and Ralph Barbre are sponsors of an "ILLINOIS WHERE IS THE G. I. BONUS" campaign. This drive consists of a non-partisan program of distributing 112,000 stickers for cars, to urge a special session of the legislature for the vets' bonus.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

"International Is a Good Line of Trucks to Sell"

—and here's why:

- **After-Sale Service**
- **A Complete Line**
- **40 Years of All-Truck Truck Manufacture**

Henry E. Martin, International Truck dealer at Lancaster, Pa., for 14 years, has developed a truck market that includes the rich, productive farmland of wealthy Lancaster County and the varied, busy industry of the city itself. The Martin building has served Lancaster and Lancaster County truck users since 1935.

● INTERNATIONAL TRUCK DEALERS *know* the value of the International franchise. That franchise is backed by the Triple-Diamond after-sale service policy that keeps trucks on the job—*profitably*—throughout the life of the truck. It is backed by a *complete* line of trucks, from light to heavy-duty models. And 40 years of *all-truck* truck manufacture stands behind every International.

Successful dealers like Henry E. Martin of Lancaster, Pa., are sold on these advantages. It's the same story with International dealers everywhere . . . "International is a good line of truck to sell."

The International franchise is a valuable one. *Inquiries are welcome.*

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois

Listen to "Harvest of Stars" Every Sunday, 2 p.m. Eastern Time! NBC Network

INTERNATIONAL TRUCKS

Chassis Schedule Tops Est imates . . .

Body Bottleneck Hits School Bus Program

(Continued from Page 30)

the approximate 15,800 that are scheduled now.

One body builder, for instance, has been closed since Nov. 1 of last year, due to jurisdictional fights among unions. This dispute alone has cost the industry more than 3,000 bodies that could have been finished or well along toward finishing.

All body builders are having considerable difficulty getting needed parts, due to the fact that the truck parts they need are now lifted from price ceiling by Amendment 10 to SO 129, while bus bodies and bus body builders are still held under MPR-452. This has limited the amount of glass sash, wipers, door controls, lights and other parts they have been able to get.

Even if the industry finds it possible to build up to its maximum production this year, which would be an increase of approximately 3,800 jobs over the largest year the industry ever had (12,000 units), it still will fall short of supplying the most conservative demand by at least 10,000 jobs.

This brings the school boards of this country and other buyers of school buses face to face with a need for completely revising their normal buying habits, if they expect to have their needs filled by the industry during the next year or so.

Both vehicle and body builders unite in stating that, as indicated now, it will be practically impossible to continue building school buses so as to deliver three-fourths of the year's output in the period from July to October. School bus buyers will have to anticipate their needs further in advance and make their purchases for the coming year either in the fall or right after the first of the year.

Body builders are confronted with not only an acute labor problem in trying to build the year's requirements in four to six months out of the year and going slack for the balance of the year, but also now face an equally serious material problem. Like at the present time, they are faced with an acute shortage of sheet steel and even the third quarter does not look any too bright to them, even where they have been dealing with the same mill source for years.

Among the vehicle manufacturers, too, the labor situation calls for a revision in their manufacturing policies. Today it is not deemed advisable to send hundreds of long wheelbase school bus chassis into the production line at one time when there is such a keen demand for trucks of all types. Not only does the school bus chassis take up the same room as two normal trucks on the line, but in those plants where they have incentive systems the plants get kicks from the men, since a large proportion of school bus chassis cuts down their total weekly production in numbers of units.

It is estimated by school authorities that, due to the setting of the new national standards, there will be a continuing high demand for school transportation vehicles and that the production problem will be as acute next year as it is this year, if buying is not spread out over the entire year immediately so that a more normal year-'round production schedule can be maintained by the builders.

Cleveland Picked For ATA Safety Sessions in May

WASHINGTON. — Improved methods of selecting and training personnel tops the program of the first postwar meeting of the safety and operations sections of American Trucking Assns. in Cleveland, May 27-29, Charles G. Morgan jr., secretary of the safety operations section, said last week.

Other subjects scheduled for discussion during the sessions include fire prevention, utilization of safety as a sales medium, needed changes in ICC safety regulations as applied to motor carriers, industrial safety in handling materials, preparation of company bulletins, and safety psychology designed to retain driver interest in safety.

A joint luncheon and one joint session on May 28 with ATA's freight claims section are slated. In addition to a shipper representative, a panel presentation will be offered on activities of motor carriers in their drive to reduce claims by introducing prevention programs in their operations.

Morgan estimates 500 safety, personnel and operating executives of the trucking industry will attend the three-day parley in Hotel Cleveland.

STANTON A. HAYES (right), manager of International Harvester Co.'s Minneapolis truck branch and recently discharged lieutenant colonel, received the Legion of Merit citation from Col. L. H. Stanford, Evanston, Ill., left, at a dinner in Chicago recently. Hayes "contributed many valuable innovations in the operations of the Utah Army Service Forces Depot as Signal Supply Officer, signal section, from February, 1944, to August, 1945. During a critical period, he ably directed improvements resulting in greatly increased efficiency in stock warehousing, packaging and tropicalization of signal equipment."

Hearing Favors Mass. Weight Bill

BOSTON.—Little opposition was shown here last week at hearings on state size and weight bills. An amendment asked by the state registrar of motor vehicles would reduce axle weight to 18,000 from 22,400 pounds.

No opposition was expressed to the measures which would increase maximum length from 40 to 45 feet nor the 36,000 pound gross weight for single units and 50,000 pounds maximum for tractor semi-trailers or vehicles with three or more axles.

New K-F Dealer

Frank T. Shackelford, a veteran of five years Army service, will open a Kaiser-Frazer automobile dealership here Mar. 1.

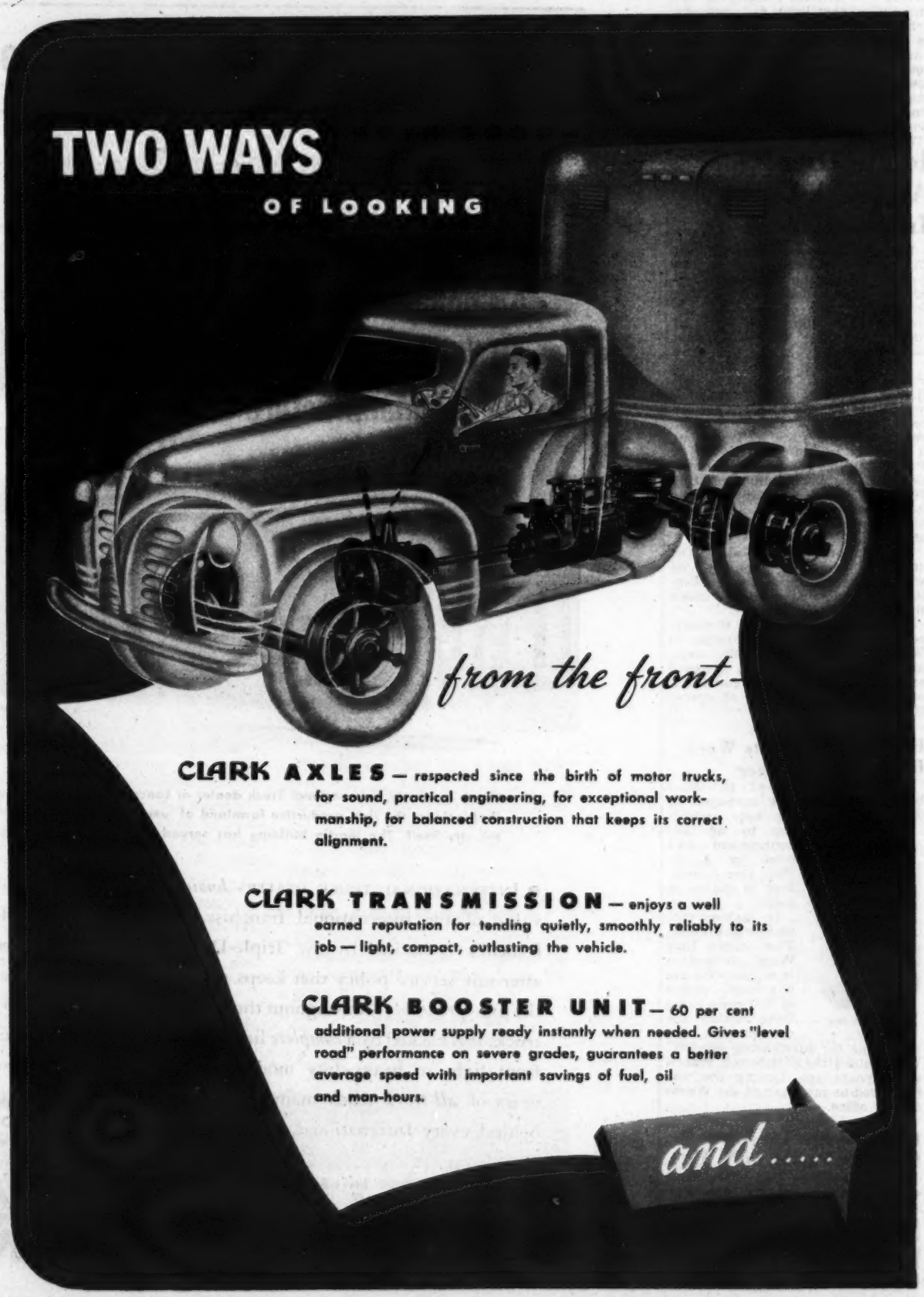
Ohio Bus Men Urge Increases In Length, Width

COLUMBUS, O.—As a means of promoting greater safety and comfort in highway transportation, the Ohio Motor Bus Assn. has proposed longer and wider buses.

A wider chassis, the association says, would permit the use of broader tires and better suspension of the body of the bus. A six-inch increase in width would enable manufacturers to make both aisle and seats wider by two inches and an increase in length would provide for more space between seats, according to the association.

Officers have been elected as follows: J. L. Nuber jr., Dayton, president; Conrad C. Wilson, Zanesville, vice-president; C. J. Randall, Columbus, secretary-treasurer.

Governors elected are: H. S. Crawford, Pittsburgh; R. L. Jacobs, Columbus; C. A. Martin, Washington, Pa.; R. T. Carnes, Wheeling; C. W. Merriman, Columbus; F. M. Temple, Toledo; R. J. Frederick, East Liverpool.



Maker Claims New Enamel Won't Crack

ELIZABETH, N. J. — A high-grade enamel, said to be unusually fast drying and almost indestructible, has been developed here by H. V. Walker Co., it was announced last week by George W. Lonergan, president.

Called Porciflex, this new paint, when applied to metal gives a flexible, porcelain-like finish which has ahigh resistance to acids, alkalis, oils and greases, the company claims. The product is already in use both in finishing new cars and in refinishing old ones.

Fenders painted with Porciflex can be straightened out without needing a new paint job and it will not peel, crack or scrape off even under these circumstances, it states.

Wartime emergency called for more speed in the finishing room of all metal finishing industries, and experiments were conducted in the Walker laboratories to produce enamels intended to solve this problem. Previous materials were baked at temperatures ranging from 375 to 300 degrees for one-half to one hour. This kept workmen waiting for drying ovens to be emptied and held up the entire manufacturing process.

Applied by spray, roller-coating machine, or dip, Porciflex is baked at schedules from one minute at 450 degrees for sheet steel to 15 minutes at 275 degrees for other types of work. It is also adapted to infra-red baking.

CHINESE GOVERNMENT highway expert, Liang-Tsai-Ping, in charge of transportation section Southwest Highway Administration of War Transportation Board, Chungking, spent several days in Detroit last week visiting factories and truck freight terminals gathering information for his government. China looks to America and American methods to bring its road transportation to a par with other countries and to make it possible to decentralize industry, he says. Above are Col. Fred C. Horner, director field operations section, distribution staff, General Motors Corp.; Florence M. Kiely, general manager, Michigan Trucking Assn.; Liang; Jack Weed, truck editor of Automotive News.

Kerlin Chartered

Kerlin Motors, of Charlotte, N. C., has been chartered with authorized capital of $60,000 and subscribed stock of $5,200 to operate an automobile business. Principals are **G. L. Kerlin, George S. Crouch** and **Louise Kerlin**, all of Charlotte.

Freezer For Trucks

New Kold-Trux Compressor Now Ready For All Transportation

ST. LOUIS.—After eight years of reportedly successful operation of a new refrigeration compressor unit, William Ryan jr., president of Ryan Quality Meats, here, and Alfred C. Ratermann, associated with Ryan, announced last week that the units will soon be made available for all refrigerated transportation.

The units will be marketed as "Kold-Trux," in a full line of horsepowers and capacities. It is a patented product.

Kold-Trux is a two-way compressor that can be driven from the propeller shaft of a meat truck during the regular daily run, or operated overnight for hold-over with an electric motor through a plug-in connection in a garage.

The designers claim that the units in operation today are the same as the originals, with only minor repairs and minimum maintenance required during the past eight years of operation.

The unit consists essentially of a compressor, a motor and a power take-off mechanism. It is said to be installed on most refrigerated truck bodies within a few hour's time by any good mechanic, and can be connected for operation by any competent refrigeration service man.

"Through the use of hold-over plates," Ryan says, "enough additional capacity is built up during the day's operation so that running the unit while the truck is idle is not necessary."

He added that enough additional capacity is usually built up during the day so that the truck can be used for extra cooler-room space over-night.

Ryan said there has been no occasion for the firm's trucks to be used for anything but short hauls. However, he expressed confidence that the truck could be operated on the power take-off indefinitely for cross country or unusually long hauls.

The drive shaft mechanism, operating the unit, is preset fast for use on city delivery, slow on country or long haul delivery. The setting may be changed manually from one to the other at any time routing schedules for any one truck are changed.

Are You There?

Two-Way Radio Test Set For Chicago Trucks

CHICAGO. — Several motor carrier operators in this area agreed last week to participate in a highway communication experimental program sponsored by the radio and communications committee of American Trucking Assns.

A 250-watt transmitter with a range of approximately 100 miles will be installed in the tower of the Union Carbide and Carbon building here, according to Harry F. Chaddick, chairman. Console and broadcasting equipment will be in Central Motor Freight Assn., 29 E. Madison, with a direct line to each carrier participating in the program.

Present effective use of two-way radio communication by the carriers will be limited to roughly 80 miles. Chaddick explained that the range can be extended in time, provided the experiment proves successful, with the erection of additional transmitters in adjoining areas, each connected with the other by a relay system.

Champion Officer In Britain Here

TOLEDO.—H. W. Irving, director of equipment sales for Champion Sparking Plug Co., Ltd., Feltham, England, has arrived in this country for a month's "refresher course" at the home office here and the Ceramic division plant in Detroit.

H. W. Irving

Irving reported that 95 percent of British automobile production is equipped with Champion spark plugs, the percentage figure computed either by manufacturers or volume.

Wis. Drivers Licenses

MADISON, Wis. — Driver licensing authorities in all states and Canadian provinces have been asked by the motor vehicle department to recognize that Wisconsin drivers' licenses showing an expiration date of Nov. 1, 1945, are valid until called for renewal.

Balderson Handles K-F

Hallie Balderson announced last week that his dealership, Baldwin Auto Sales, 1249 Dueber Ave., S.W., Canton, O., has been appointed by Kaiser-Frazer.

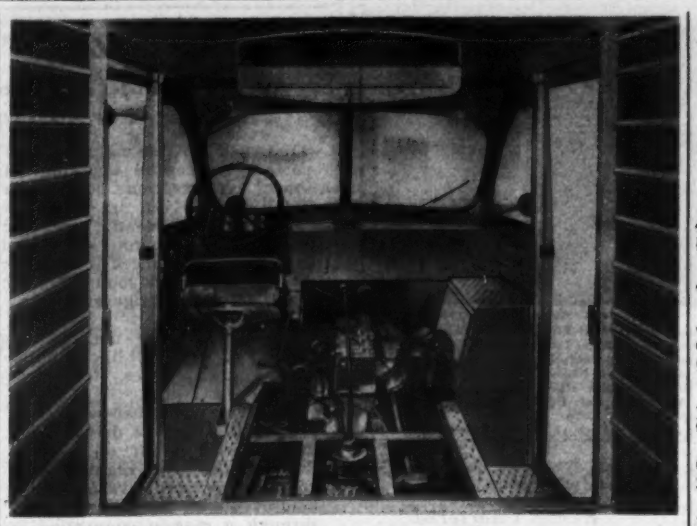
Balderson plans construction this spring of a new building at Park avenue and Tuscarawas street, W.

IHC Moving To Up Output Of Metros

CHICAGO.—International light-duty trucks with Metro extra-load-space bodies are in such demand that production is now concentrated on two models with one body size so that more users can be supplied quickly, IHC announced last week.

The first units available, according to W. C. Schumacher, manager of sales, motor truck division, will be the K-1-M and K-3-M, 113-inch wheelbase with a redesigned 9½-foot all-steel Metro body 70 inches wide and 67½ inches high, inside measurements, with 280 cubic feet of payload space. This compares with the approximately 121 cubic-foot payload space of conventional panel-body units on the same wheelbase, it is said.

These multi-stop delivery trucks are not conversions or adaptations. Chassis and body are designed and built for each other. Chassis features include the International Green Diamond engine (214-cubic inch displacement) which develops 82.4 hp at 3,400 rpm. Clutch is 10-inch, single plate.



FOR INSPECTION and overhaul both the engine cover and the entire center floor panel of the driving compartment of the new International Models K-1-M and K-3-N, with all-steel 9½-foot Metro body, can be quickly and easily removed providing access to the engine, clutch, transmission, starter, battery, master brake cylinder, etc., thus saving considerable time in servicing. The spacious package compartment is located at the front under the roof. Front doors operate on ball bearing rollers.

All K-3-M chassis are equipped with 4-speed transmissions; the K-1-M has a 3-speed transmission. A selection of axle reductions is available for each model.

Inventory Completed . . .

Quick Delivery Seen On Surplus Parts

(Continued from Page 30)

4x2, ½-ton 4x4, 1½-ton 4x2, 1½-ton 4x4.

Diamond T trucks, 2½-ton 4x2, 4-ton 6x6 and 12-ton 6x4.

Mack trucks, 2-ton 4x2, 2½-ton 4x2, 2½-ton 6x4, 5-ton 4x2, 5-ton 6x4, 6-ton 4x2, 6-ton 6x6, 7½-ton 6x6, 10-ton 4x2 and 10-ton 6x4.

Autocar trucks, 2-ton 4x4, 4-5-ton 4x4, 5-ton 4x2, 5-ton 4x4, 5-6-ton 4x4.

Reo trucks, 2½-ton 4x2, 2½-ton 6x4, 2½-ton 6x6, 7½-ton 6x6 and 20-ton 6x4.

Federal trucks, 2½-ton 4x2, 4-5-ton 4x4, 5-ton 4x2, 7½-ton 6x6, and 20-ton 6x4.

Heil trucks, 2½-ton 6x4.

Gar Wood trucks, 2½-ton 6x4.

Studebaker trucks, 2½-ton 6x4 and 2½-ton 6x6.

White trucks, 4-ton 6x6, 4-5-ton 4x4, 6-ton 6x6 and 10-ton 6x4. Brockway trucks, 6-ton 6x6. Marmon-Herrington trucks, 4-5 ton 4x4 and 5-ton 4x2. Kenworth trucks, 4-5-ton 4x4 and 5-ton 4x2. Ward LaFrance trucks, 6-ton 6x6. Corbitt trucks, 6-ton 6x6 and 8-ton 6x4. Biederman trucks, 7½-ton 6x6. Yellow Coach trucks, AC-251, FWD trucks, 4-ton 4x4, 5-6-ton 4x4.

FWD trailers, ¼-ton 2-wheel, Miller ½-ton 2-wheel, ½-ton 4-wheel, 2½-ton 4-wheel. Bartlett trailers, 1-ton 2-wheel. Highway trailers, 5-ton 2-wheel. Fontaine trailers, 5-ton 4-wheel. Fruehauf trailers 5-ton 4-wheel, 7-ton 4-wheel, 22-ton low bed and 45-ton 12-wheel. Corbitt trailers, 5-ton 4-wheel. Checker trailers 6-ton 4-wheel. Hobbs trailers, 5-6-ton 4-wheel.

Kingham trailers, 14-ton 4-wheel. Heil trailers, 14-ton 4-wheel. Jahn trailers, 20-ton 6-wheel. LaCrosse trailers, 22-ton 6-wheel. Pointer trailers, 45-ton 12-wheel. Rogers trailers, 45-ton 12-wheel. Winter-Weiss trailers, 45-ton 12-wheel and 14-ton. Bantam trailers, 2-wheel.

Dealers knowing parts that are interchangeable with parts used in the above vehicles, and knowing the part maker's number, can order these parts by the part maker's number.

All parts must be declared surplus before they can be listed and offered for sale by the Office of Surplus Parts. New lots of surplus parts are being declared surplus by ordnance, engineers, navy and air force from time to time, however, and as these new lots are received they will be added to the next inventory lists sent to the regions.

While over $100,000,000 of parts have been sold to date and there are approximately 200,000 orders received before the inventory was made, which have not been filled as yet because these orders in most part were for parts never in stock, it is claimed that less than 12,000 fillable orders now stand on the books. All back orders will be filled by the end of this week.

Many lots of parts already sold were to manufacturers. One manufacturer kept 25,000 men at work during the height of the plant strikes by getting delivery on parts from surplus within 10 days after bought.

About $80,000,000 worth of garage tools and equipment is being sold at the Lordstown depot near Warren, O. In the two weeks this sale was opened some 4,800 buyers from every surplus region bought $1,900,000 worth.

Dealers tell me

(Continued from Page 3)

1905 and confined his work to automobile selling exclusively after 1909. John H. Fassett, of Philadelphia, now a Ford dealer, started selling Baker Electrics and Pierce-Arrows in 1906. Eldredge and Mason of Moline, N. Y., began selling in 1906. Cliff Bishop, of Brooklyn, was selling Fords in 1906 and Dodges ever since 1914. The father of John E. Smith, of Atlanta, started in the carriage manufacturing business in 1865. He took on the Reo line in 1906. Arnold F. Sammis of Huntington, Long Island, signed his first Ford contract in 1906 and has continued with this line ever since. J. M. Block, of Indianapolis, started in the accessory business in 1898 and started to sell Overlands 10 years later.

Before discontinuing mentioning oldtimers this week, I also want to add W. J. Hakes of Fostoria, O., who has sold Fords continuously since 1909, as well as Fred Patterson of Chicago. He aided in starting many men to leadership in this field and himself organized a company to sell automobiles in 1909.

Come on, veterans and their friends, rise to the occasion and give me information on the oldtimers continuing in this business, so we can honor them in this column during this jubilee year celebration.

Increased trouble-free mileage... increased operating efficiency, with fewer service interruptions—and less maintenance cost! That's what Titeflex on oil, fuel, and air lines means to the automotive industry. It's the line that stands the gaff of vibration, extremes of temperature and corrosive attack... the line that's engineered for heavy-duty transportation. Titeflex, Inc., 540 Frelinghuysen Avenue, Newark 5, New Jersey.

Titeflex

THE ALL-METAL FLEXIBLE TUBING THAT STAYS TIGHT

Refrigeration Advances

Improvements in Truck Equipment and Operation Keyed to Gains in Frozen Food Field

PITTSBURGH.—Truck and trailer manufacturers, truck operators and the mechanical refrigeration industry are combining efforts to keep step with fast moving development in the frozen food field, the Refrigeration Equipment Manufacturers Assn. reported last week.

A major goal of present operations is to cut down the time between the harvesting of crops of fresh fruits and vegetables and the time these products are fast frozen, the association said. Airline competition, now extending beyond the flying of perishable foods to freezing plants to the air transportation of frozen foods themselves, has stimulated activities in this direction.

It is understood that numerous commercial frozen food packers are giving serious consideration to the location of freezing plants at or near the scene of harvesting operations. In this manner, fruits and vegetables would be fast frozen immediately after they are harvested, cleaned, processed and wrapped, and a minimum of time would be lost. Then, the wrapped frozen foods would be shipped to frozen food storage plants or distribution centers in newtype refrigerated trucks and trailers.

Steps like this are indicative of the growth of what the association terms "mobile refrigeration," equipment for which is expected to take a far greater proportion of the mechanical refrigeration industry's output than before the war. Too, war experience in the movement of fresh foods to the fighting fronts is being used by truck, trailer and refrigeration equipment producers in the construction of peacetime units for both fresh and frozen foods.

With a present capacity of two to three times the capacity before the war, the refrigeration industry has made plans based on the increase of 520 percent in the consumption of frozen foods from 1936 to 1943, and predictions by economists that within 10 years the volume of frozen food sales will reach $11 billion annually. In the design and construction of new "mobile" refrigerated units, here are some of the improvements reported by REMA:

Changes in design and construction have reduced the weight of the trucks and trailers and increased cargo space. Payload has been increased by the reduction of weight of the refrigeration units through advanced engineering and use of lighter materials.

New lightweight types of insulation have been combined with improved methods of sealing of sidewalls, floors and roofs of trucks and trailer bodies to give improved refrigerating results for the larger cargoes over longer hauls.

Most large truck and trailer refrigerating systems are composed of two parts—the power unit and the cooling unit. Generally speaking, the power unit consists of a gasoline engine, compressor and condensor. The cooling unit includes refrigeration tubing or plates and a blower.

Thermostatically controlled, the refrigeration unit is capable of maintaining low temperatures within the truck or trailer body even when outside temperatures mount over 100 degrees. Because the unit is independent of the truck or tractor engine, constant temperatures are maintained even while the truck or trailer is standing idle.

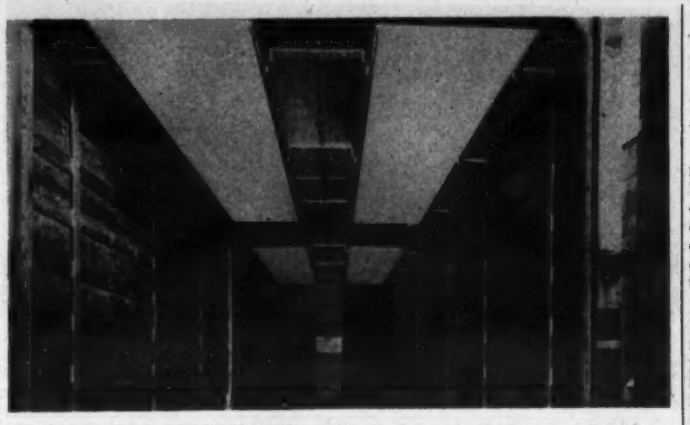
Refrigeration units for smaller trucks and for trucks and trailers used only for short hauling also are being installed in new vehicles. These units consist of compressors or holding plates, mounted within the body of the truck itself, which can be connected to a convenient power outlet while the truck is standing still.

Widely used in cities for the distribution of frozen foods, the trucks must make regular visits to power outlets to insure proper refrigeration within the body of the truck. In some instances, fleet operators maintain power outlets in various sections of the area they cover to enable the trucks to re-refrigerate.

At the close of 1941, there were 27,100 refrigerated trucks in service in the United States, only a fraction of one percent of the total amount of trucks with direct mounted bodies. In the trailer classification, there were about 4,700 refrigerated vehicles, about 4 percent of the total in operation in the United States.

In the trailer field alone, experts estimate that there is an immediate need for at least 4,000 more refrigerated trailers for the transportation of frozen and perishable foods. The same experts estimate that there is a present market for thousands of refrigerated trucks with direct mounted bodies.

REMA officials point out that there are now more than 300 concerns in the United States packing frozen foods with more than 40,000 retail stores selling them. For the motor transport industry, every food processing plant, every retail store, every locker plant, almost every step dealing with the transport of fresh or frozen foods, provide potential customers for "refrigerator" hauling services, officials declare.



MECHANICALLY REFRIGERATED plates in the roof of the above trailer are capable of maintaining a temperature of 10 above zero in the interior of the trailer when outside temperatures mount over 100 degrees.

Free Bridge Planned

MADISON, Wis.—The Wisconsin State Highway commission has announced an agreement with the Minnesota State Highway department assuring the early discontinuance of toll payments on the privately-owned bridge across the St. Croix river at Prescott. The bridge will be purchased by the two states for about $200,000, it has been announced here. It is expected that it will become a free bridge about July 1.

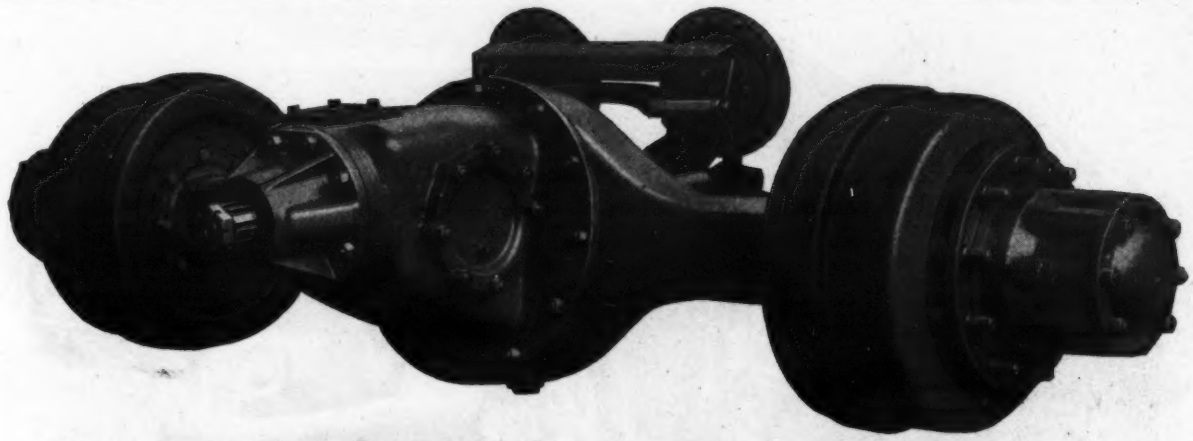
Fleener Inspects White Dealers in Midwest, West

CLEVELAND.—Lon A. Fleener, manager of the wholesale division, White Motor Co., has completed a 45-day inspection tour of the middle-west and west coast where he contacted White distributors and dealers and numerous truck operators.

Purpose of the trip was to secure pertinent information to aid in maintaining a 100 percent service program. During the tour Fleener inspected buildings, tools, equipment, and other facilities, and made suggestions to the end that all service set-ups would adequately represent complete truck headquarters.

Fleener was enthusiastic about the state of modern preparedness he found in the White distributorships. In most cities new buildings had been built or were under construction, or existing quarters were being modernized.

You get the best results in our Classified Section, inside back cover.



New hypoid-helical double-reduction drive . . . new torsion-flow "Axaloy" axle shafts . . . new 9-16 tooth combination differential . . . new interjacent pinion shaft location . . . plus scores of other modern features. Data on ALUMINUM housing, brake shoes and hubs on S Series for weight saving available upon request.

New S&U 200 Series

Single-Speed Double-Reduction*

READY NOW!

TWO NEW HEAVY-DUTY AXLES!

Two new tough-as-nails Timken axles are ready to help you whip your heavy-duty hauling problems—the new S and U-200 Single-Speed Double-Reduction Axles and the new S and U-300 2-Speed Double-Reduction Axles.

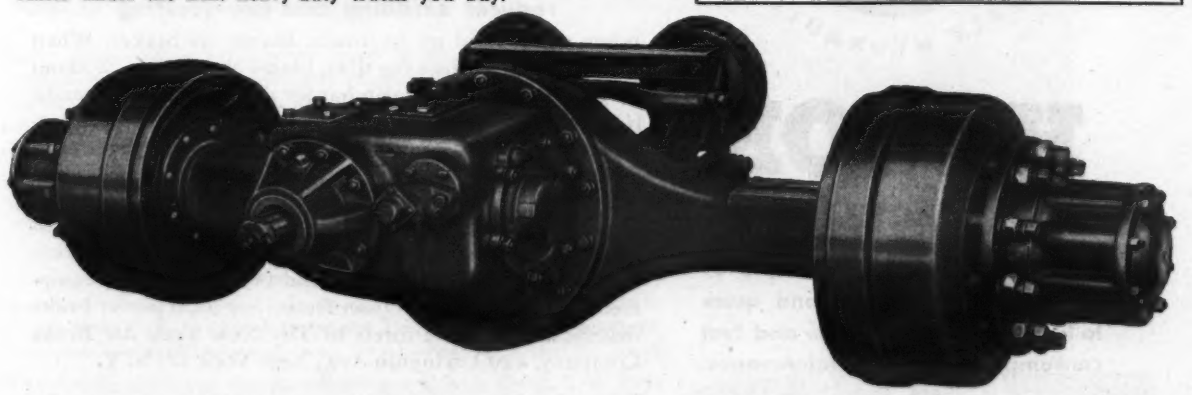
Both are designed for modern high-power engines—the S Series for loads over 18,000 pounds, and the U Series for heavier loads and off-the-road operation. Both are bears for punishment—have more up-to-the-minute features than you can shake a prop shaft at. Both are in *full production now*—the only postwar heavy-duty axles ready to pitch in and start working for you immediately.

Operators who are using these new axles call them the *final answer to heavy-duty final drive problems.* For all that's modern and best in design and performance, specify Timken S or U Series Axles under the next heavy-duty trucks you buy.

Accepted TIMKEN AXLES DIA Standard

TIMKEN AXLES

THE TIMKEN-DETROIT AXLE CO., DETROIT 32, MICH.
WISCONSIN AXLE DIVISION • OSHKOSH, WIS.
TIMKEN AXLE BRAKE DIVISION • DETROIT 32, MICH.



New S&U 300 Series

2-Speed Double-Reduction*

2-speed double-reduction drive doubles available gear combinations—gives greater pulling power and high road speeds in same truck. Equipped with famous Timken Easy Power Shift—no manual shifting required. Like S and U-200, S and U-300 offer option of new DP Heavy-Duty Hydraulic Brake or famous P Series Power Brake.

*FINAL DRIVES INTERCHANGEABLE IN THE SAME AXLE HOUSING

It Floats

New Type Water Vehicle Studied by Ford

DETROIT.—An amphibious vehicle, which is neither a boat on wheels nor a waterproofed truck, has been patented by C. F. Kramer and F. G. Kerby, assignors to Ford Motor Co., it was announced last week.

It is shaped like a square-ended, flat-bottomed boat, with sides recessed for the four wheels. Propulsion is provided by a forward engine. It is equipped with a rudder.

Developed for military uses, the vehicle can be used by ranchers, foresters and others who travel over land where bridges are scarce. No actual construction is underway, the job still being in the laboratory and experimental stages, the company states.

Motor Associates

Motor Associates, Raleigh, N. C., has been chartered with authorized capital of $100,000 to act as distributor of automobiles and automotive equipment. Principals are **L. H. Humphrey, J. M. Broughton** and **W. T. Shaw,** all of Raleigh.

J. N. BAUMAN, vice-president in charge of White Motor sales, standing next to Operator William Eberhard, explains the operation of a gear cutting machine to ATA members. Observing are L. H. Robbins and R. A. Haensch, Decatur Cartage Co., Decatur, Ill.; C. H. Vincent, Service Lines, Inc., St. Louis; Ray Kellog, Motor Express Inc., Cleveland, and Owen O. Orr, Motor Cargo, Inc., Akron, and Bauman.

Harvester Defers Plans For New Tractor Plant

ST. LOUIS.—The Federal government's recent edict against further industrial construction until the housing problem has been solved has caused the tabling of the plans for the construction of a $44,000 farm tractor plant by International Harvester Co. at Wood River, Ill., near here. The plant was to have employed about 5,500 workers.

Charles R. Morgan, district manager, said the company intended use of the site at a later date when conditions in the building industry have stabilized.

New Home for Vernon

Vernon Garage is building a new dealership on Seventh St., Vernon, B. C., at a cost of $12,000.

ATA Calls for Support . . .

Jubilee Will Point Up Truck Contributions

(Continued from Page 30)

safety in conformance with the National Safety conference called by President Truman, as well as the efforts of other groups in this vital matter.

Modern trucks, ranging from the ½-ton capacity pick-up model to the 22-ton quarry size, will be in the Detroit parade, underlining the theme "Motor Transportation Serves and Protets You Throughout Your Life." Trucks actually used in serving the various needs of men and business will be driven in procession.

At the same time, the history of the evolution of the truck from a horse-drawn wagon will be illustrated in the section devoted to old-time models. Up until last week, the oldest model uncovered was an International Harvester truck produced in 1907. Most of the antique carriers were manufactured prior to 1915.

Both the new and the old models will be on display until June 9 in the automotive exposition in Convention Hall here. There will be about 15 old models and at least one new from today's plants on display.

"Celebration of the Automotive Golden Jubilee has double significance for the owners of America's trucks, Ted V. Rodgers, president, ATA, said last week, in endorsing plans for the nationwide observance of the anniversary.

"Not only does it afford a long needed opportunity to impress all of our citizens with the tremendous impact of the motor vehicle in remaking this country, but it gives the truck operator a chance to express his own appreciation of an industry whose products make his operations possible.

"It has always seemed to me that the motor vehicle, both passenger and property carrying, is a mechanical marvel, which through familiarity, we have all taken for granted. Not alone is it a tremendously effective and efficient unit of itself, but its operations have profoundly affected every man, woman and child in this country."

Pointing out that because of the automobile we are not a static nation, Rodgers said:

"We are gifted with the ability to move around at will. Thanks to the motor truck, we can now distribute the products of farm and factory widely and with great dispatch all over this land.

"What all this has meant to America will be dramatized in the course of the Golden Jubilee. When the story has been freshly told against the fascinating background of this great industry, I am sure that the people generally will have a new concept of both the industry and its products."

La. Assn. Names Heard President

NEW ORLEANS.—Raymond Heard, Ruston, was elected president of Louisiana Motor Transport Assn. at the annual convention.

Other new officers are J. R. Herrin, Shreveport, vice-president; Don B. Herrin jr., Baton Rouge, treasurer, and Ben H. Grayson, Baton Rouge, secretary.

Chairman H. Alva Brumfield, of the Louisiana revenue code commission, advocated restoring to the state highway system the one cent per gallon of the gasoline tax now used for other purposes, and repeal of the state tax on lubricating oil.

Surplus Trucks in Ala. To Go on Sale May 1

BIRMINGHAM, Ala.—Capt. Robert J. Eder, redistribution and salvage officer at the Huntsville, Ala., arsenal, announced last week that more than 100 surplus army trucks, command cars and station wagons will be offered for sale May 1.

Standard priority regulations will be adhered to in the sale. Prospective customers will be allowed to inspect the vehicles prior to the sale and will be given the amount of purchase price at that time, Capt. Eder said.

Natural Rubber Upped For Bus, Truck Tires

WASHINGTON.—As a result of a 50 percent increase in a monthly shipment from the Far East, the Civilian Production Administration last week authorized substantially more natural rubber for truck and bus tires and inner tubes.

Small bus tires for use on intercity lines may now include 67 percent natural rubber as compared to 33 percent previously.

BRAKES CAN'T FREEZE

IF THEY'RE ALL HYDRAULIC

HYCON

Compound CYLINDER

Eliminates brake lag . . . improves safety factor . . . simple and quick to install . . . cuts tire wear and fuel consumption...reduces maintenance.

There's nothing to freeze in a HYCON Brake, because it's *all*-hydraulic—no vacuum or air in its operation. Moisture in air tends to condense in "booster" cylinders. When the temperature drops, it freezes. The hydraulic fluid used in *HYCON Brakes will flow freely at sub-zero temperatures.* HYCON hydraulic power is continuous and needs no "boost" from vacuum or air or any other means. The secret is a *second* piston contained in the compound cylinder itself.

Positive braking control reduces skidding and tire-scuffing

When trucks skid on icy roads, blame the brakes. When wheels lock and slide the tires, blame the brakes. Without *positive control,* brakes grip harder than the driver intends. HYCON Brakes deliver braking pressures in correct proportion to pedal pressures, because they are 100% hydraulic.

Install and Compare

For savings in gasoline consumption, tire mileage, cost of installation and maintenance, *send for a Demonstrator Unit.* Now available to replace 1¼" and 1½" Di. original equipment master cylinder. Order from your local power brake distributor, or write direct to The New York Air Brake Company, 420 Lexington Ave., New York 17, N. Y.

Look for this Registered Trade Mark

THE NEW YORK AIR BRAKE COMPANY

420 Lexington Avenue, New York 17, New York

A NEW TYPE truck tire with special tread design to meet needs of vehicles that operate both on and off the highway, has been put into production by Goodyear Tire & Rubber Co. The new tire, known as the Hi-Way Lug, has a deep, non-skid and extra heavy tread plus strength in the rayon cord body to provide the cut and bruise protection as well as traction and wearing qualities needed for the type of punishment taken by tires in logging, gravel operating and coal mining, according to W. A. Kemmel (left), Goodyear's truck tire sales manager. At right is Victor Holt, tire department manager.

Dealer Legal Responsibilities Affected by Court Rulings

(Continued from Page 29)

Corp. v. Price, 192 S. W. 464, reported March, 1946, the testimony showed that a used-car dealer contracted with a man named Sims, whom he had known for several years, to purchase an automobile for the sum of $780. Sims did not deliver to him a certificate on the car and later it was discovered that Sims was an employe of the real owner of the automobile who sued the used car dealer to recover possession of the car.

The lower court refused to award possession of the car to the owner. However, the higher court reversed the verdict saying that if the dealer failed to prove that Sims had authority of this employer to sell the car legal title to the automobile did not pass to the dealer.

Court Varies Law

Usually, employes injured within the scope of their employment may recover compensation under the State Workmen's Compensation Act. However, a late higher court varied this usual rule of law.

In Sullivan's Next of Kin v. Greenville Auto Sales, 36 S. E. (2d) 801, reported March, 1946, it was shown that a person was employed by the Greenville Auto Sales to wash automobiles. By mistake the employe used a paint thinner instead of water in washing a car. After discovery of the mistake he was seen about to empty bucket into door of a hot stove when there occurred a flash fire which caught employe's clothing resulting in fatal burns.

The higher court refused to allow any compensation to the dependents of the employe because the accident was "not connected with performance of his duties" or incident thereto.

If a chattel mortgage is executed on an automobile by a dealer there is a presumption of fraud. Generally speaking, such mortgages are void.

For instance, in Toomey v. Graber, 190 S. W. (2d) 480, reported February, 1946, it was shown that a debtor mortgaged his two automobiles to a woman named Bess Gibson, who later married him and is now his wife.

The creditor sued to have the court invalidate the mortgage on the grounds of fraud. The higher court held the mortgage void saying that the evidence showed that the mortgage was fraudulent.

Shipped Cars

Where automobiles are damaged during shipping, the carrier cannot avoid paying the full damages unless it proves that shipper improperly loaded the automobiles.

In Proctor v. Henwood, 23 So. (2d) 628, it was disclosed that a dealer in used automobiles brought suit against a railroad company for damages to a shipment of automobiles. The facts showed that four automobiles were loaded in specially equipped automobile freight cars.

The testimony proved that the automobiles were in good condition when loaded aboard the freight cars. The higher court held the railroad company liable for repairs to the automobiles because the railroad company failed to prove that the shipper had failed to properly load the automobiles.

All persons and corporations are liable for injuries to private property caused by negligence and, also, under certain circumstances where no negligence is proven.

OPA Sets Ceiling Prices On New Surplus Vehicles

WASHINGTON. — Maximum prices for the resale of new military motor vehicles and trailers declared surplus by the government were announced last week by OPA.

Effective Apr. 18, the new order provides a more flexible and equitable method of determining transportation charges than was formerly in effect for surplus trucks, OPA said.

Maximum prices for resellers of new motor trucks are as follows: For resales by a distributor to a dealer or exporter, the maximum price is the government selling price increased by a .95 divisor, plus a transportation charge from the point of government sale to the distributor's place of business (but not to exceed the lowest common or contract carrier rate), an assembly cost not to exceed $175 for up to 2½tons capacity, or $250 for over that capacity if the vehicle has been assembled by the distributor.

For resales by a dealer who buys direct from a government disposal agency, the maximum selling price is the total of the price paid that agency plus a markup of 33 percent if the vehicle is not over 1½-ton capacity or does not exceed 16,000 pounds gross weight, and 42 percent if the vehicle exceeds that weight or tonnage. A handling charge of $15 may be added plus transportation charge from the point of government sale to the dealer's place of business, and assembly costs of not more than $175 for up to 2½ tons capacity, or $250 for over that tonnage.

Dealers who purchase from a distributor may figure their maximum price by totaling a markup of 38 percent on the government selling price if the vehicle is not over 1½ tons capacity or weighs less than 16,000 pounds, and 47 percent if over such capacity, plus handling charge of $15, transportation and assembly costs on the same basis as those who purchase direct from a government disposal agency.

Maximum prices for resale of military trailers are as follows:

For resale by a distributor to a dealer, the maximum price will be the total of the government selling price increased by a .95 divisor, plus transportation charge from the point of government sale to the distributor's place of business, plus an assembly cost of $15 for up to one-ton capacity and up to $75 for over one-ton capacity.

For resale by dealers who purchase directly from a government disposal agency ,the maximum selling price is computed by adding a markup of 42 percent to the government selling price, a $15 handling charge plus transportation and assembly cost.

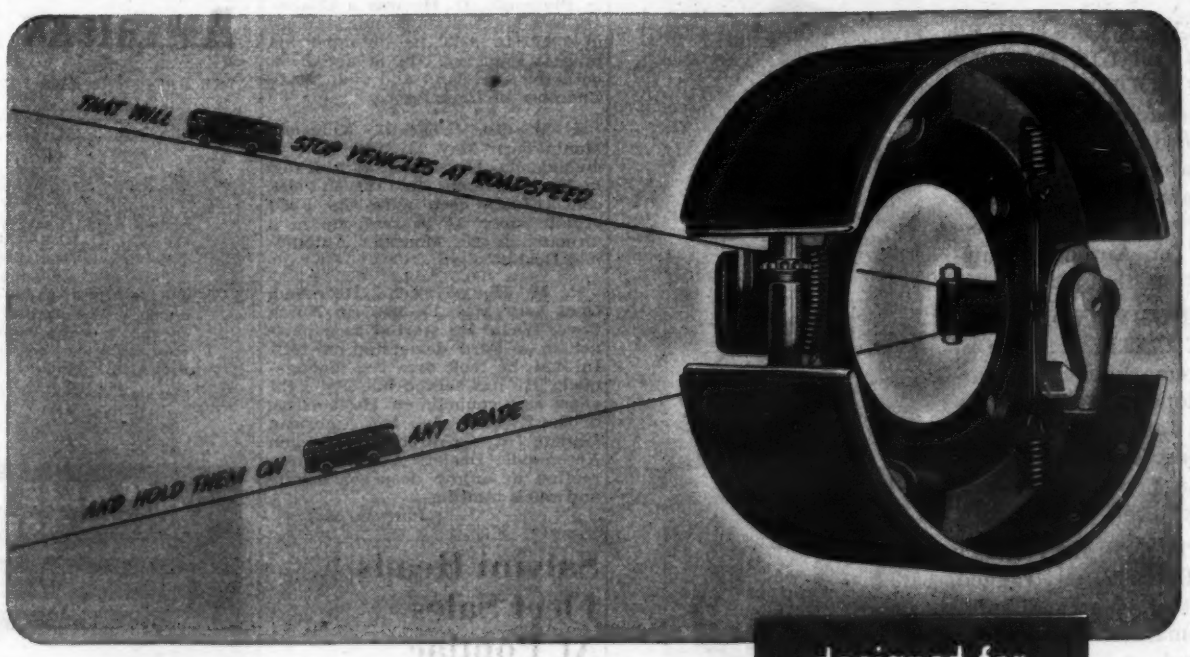
For resales by dealers who purchase from distributors, the maximum price is computed by adding a markup of 47 percent to the government selling price, a $15 handling charge, transportation charge from the point of government sale to the dealer's place of business, the assembly cost and state and municipal taxes.

Every reseller of such motor vehicles and trailers must give his purchaser an invoice of sale itemizing the government selling price, assembly and transportation charges.

Others are profiting from AN Want Ads, why not you? See inside backcover.

Bendix

presents a new emergency and parking brake for trucks and buses



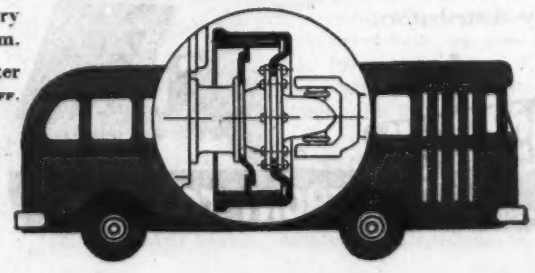
designed for drive-shaft installations

Heavy loads—high speeds—heavy travel on the highways—all are the common rule of the day—and they all spell a demand for emergency braking that is a lot more than just a parking brake. Bendix*—for years recognized as the greatest name in brake engineering—has developed a new brake to more than meet these rigid requirements.

This rugged, mechanically operated brake is of the time-proven Duo-Servo type of construction for drive-shaft or propeller shaft installation. The heavy-duty shoes are supported by a center plate. This center plate is in line with the center of the brake shoes, so that the brake torque forces are center loaded on the supporting member. This loading of stresses on correctly designed parts results in a brake that is smooth and powerful in action, yet light in over-all weight. The only adjustment necessary is a simple one for lining wear; shoes are self-centering within the drum.

Write for the details on this remarkable new Bendix Brake. Your letter will receive prompt attention.

*REG. U. S. PAT. OFF.



BENDIX PRODUCTS DIVISION
OF THE
BENDIX AVIATION CORPORATION
SOUTH BEND 20, INDIANA

PRODUCT OF Bendix AVIATION CORPORATION

Just Among Dealers . . .

(Continued from Page 3)

Minn., born Dec. 7, 1907, at Lake Crystal, Minn. His first experience, starting in 1928, in this business, was as a parts man. Eleven years later he became Ford dealer. He has been active in association and civic work.

He is a director in the Minnesota Automobile Dealers Assn. and past president of the Gaylord Community club. He was chairman of the war bond drives for his community. A diversion he enjoys is trips to his factory.

* * *

LEROY F. CARLSON (Chevrolet-Buick - Oldsmobile - Cadillac), Anoka, Minn., born Apr. 30, 1892, in St. Charles, Ill. He started in the automobile business in 1919 as an apprentice. After gaining experience in all departments, he became a General Motors dealer, with which he has Allis-Chalmers power farm machinery.

He has been a director of Minnesota Automobile Dealers Assn., a member of the local school board and a past president of the Kiwanis club. He was on the finance committee of the USO and director of the local salvage campaign during the war years.

* * *

J. D. LEVIN (Chevrolet), Chicago, born Apr. 20, 1897, in the same city. In 1930, he became sales manager of a Chevrolet dealership and by 1933 became a Chevrolet dealer.

He has been a director of the Chicago Automobile Trade Assn. and chairman of the legislative committee. He has been a director of the Hyde Park YMCA, Kiwanis and Dorchester clubs. He is interested in youth work.

One of his interesting experiences was as a member of the trade legislative committee. A meeting was held to consider a state licensing law, both sides of which were presented by prominent speakers.

After a full democratic discussion and a review of the experiences of his neighboring state, Wisconsin, a referendum was held and the dealer organization was convinced that the legislative route was not the cure for the ills of the trade. The result was a refusal to indorse the proposed licensing law.

* * *

J. W. RAMSEY (Ford), Malvern, Ark., born Oct. 21, 1894, in Saline County, Ark. He became office manager of a dealership in 1922, but since 1924 has been a Ford dealer at Malvern. He has been active in trade and civic organizations and has served as secretary of the local Lions club. When he can spare a little time from his business he enjoys hunting.

* * *

J. S. WOODWARD (Chrysler-Plymouth), Gowanda, N. Y., born Nov. 15, 1890, in Lockport, N. Y. He was a bookkeeper and salesman when he started in this field in 1924. His hobby is his business which he considers a continuously thrilling experience.

* * *

S. C. MCDONOUGH (De Soto-Plymouth), Cleveland, born Jan. 22, 1884, in Plymouth, O. He was a Chalmers and Maxwell salesman starting in 1917. In 1931 he obtained his present contract. He is active in both the Cleveland and Ohio State Chamber of Commerce.

* * *

J. M. GAREY (Ford), Kalispell, Mont., born May 24, 1895, in Wyalusing, Pa. He started as a dealer in Eureka, Mont., in 1920, and has continuously been with the Ford organization. At present, he is a director in the Montana Automobile Dealers Assn.

* * *

P. M. HOUK (Ford), Redmond, Ore., born May 15, 1897, in North Cove, Wash. He started as a partner in a Ford dealership in 1919. In 1924, he took over the management. He has served his city eight years as a councilman. He is active in the Kiwanis club and American Legion. He is a director of Oregon Automobile Dealers Assn. For recreation he enjoys deep sea fishing and duck hunting.

JOHN O. MUNN

NEW MANUFACTURING and assembly plant of Reo Motor Co. of Canada, Ltd., in Toronto area.

Wyo. Truckers Convention Cautioned About Safety

CASPER, Wyo. — (UTPS) — The sixth annual convention of Wyoming Trucking Assn. here last week was the largest in the history of the organization. There were approximately 150 registrations. A 12-page supplement to the Casper *Tribune-Herald* welcomed the visitors and paid tribute to the six years of progressive service of the trucking industry in the state.

Dan Griffin, Casper, district manager of Burlington Transportation Co., was elected president, succeeding Eldon Johnston of Wheatland. Ted White was named vice-president, Charles E. Baskett reelected treasurer and Matt Grishaber reelected secretary-manager. All are from Casper.

Directors elected include: C. G. Swingle, Salt Lake City; Harry Johnson, Billings, Mont.; Dick Wilson and Earl Buckingham, Denver; Joe Jolley, Laurel, Mont.; Les Wilson, William Hilliar, Paul Marinich, Ed Drazick, Bob Reynolds and Charles Baskett, Casper; Chris Bunning, Rock Springs; H. Ridgeley, Cheyenne; John Penton, Lander; and John McKelvey, Douglas.

Gov. Lester C. Hunt said: "The greatest service which the trucking industry is giving to Wyoming is in the development of our natural resources, oil and coal. You have done a magnificent job in hauling to market these vital resources and you have been instrumental in the large development of these two industries in the state."

He also called upon truckers to aid in a highway safety program by policing within their own enterprises, saying that highway safety will progress immeasurably if truckers will do their share in promoting it within their own companies.

The Wyoming association has a membership of 250 compared with 187 last year.

Salvini Heads Fleet Sales At Pontiac

DETROIT. — Creation of a fleet sales department to serve the growing demand for Pontiac automobiles in fleet operations was announced last week by D. U. Bathrick, general sales manager.

Bathrick appointed Frank Salvini, veteran in the Pontiac field organization, to be in charge of the new operation. Salvini, recently discharged from the Army with the rank of colonel, was attached to the 45th Quartermaster Truck Group and was in complete charge of a 2,500 truck convoy supplying British and Chinese armies over the Ledo Road.

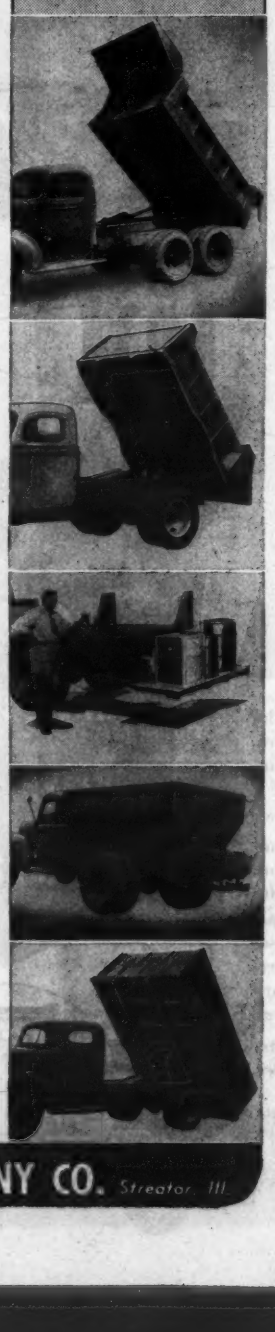
"Pontiac has a steadily growing popularity among fleet users such as tax companies and police departments and commercial users," Bathrick said.

Arnold Named

Rudy Arnold has been named general manager of High Level Motors (Chrysler-Plymouth), Cleveland.

Anthony HAS IT...

CONSTRUCTION EQUIPMENT THAT KEEPS TRUCKS ON THE MOVE



ANTHONY "SUPER" HYDRAULIC HOISTS AND BODIES, up to 30 ton capacity—with "power speed lift" and "rubber restraining blocks," two of many features that explain the evident preference for Anthony equipment on the job.

ANTHONY HYDRAULIC LIFT GATE . . . one of the remarkable new war-developed pieces of equipment for loading and unloading. Raises and lowers loads from ground to truck level.

ANTHONY MATERIAL SPREADER . . . rugged, all steel; for road building, maintenance and ice control.

ANTHONY HYDRAULIC PLATFORM "BOOSTER" HOISTS, especially designed to make dump bodies out of flat bed trucks.

Write for complete details on any Anthony product. Available through all truck dealers and Anthony distributors.

ANTHONY HYDRAULIC

Manufactured by ANTHONY CO. Streator, Ill.

AMERICAN TO Mexico City AND MONTERREY

American Airlines provides swift, daily service for Passengers, Air Mail and Air Express to these important Mexican cities with connections beyond to Central and South America. For reservations or information call your travel agent or the nearest American Airlines Office.

AMERICAN AIRLINES System

THE NATIONAL AND INTERNATIONAL ROUTE OF THE FLAGSHIPS

Feature AMALIE — the straight-run Pennsylvania Motor Oil that is 20% Oilier by actual test. Stands up longer . . . with minimum carbon, sludge, varnish. AMALIE Motor Oils and Lubricants are backed by planned, consistent merchandising which means year-round sales and profit opportunities for you. Back AMALIE products.

See your nearest AMALIE Distributor, or write Dept. AN.

AMALIE PENNSYLVANIA MOTOR OIL

AMALIE DIVISION

L. SONNEBORN SONS, INC.

88 Lexington Avenue, New York 16, N. Y.

Refineries: Petrolia and Franklin, Pa., Plant: Nutley, N. J.

In the Southwest: SONNEBORN BROS., Dallas 1, Texas

ORCO

AUTOMOTIVE MATERIALS

RUBBER AND SYNTHETIC RUBBER

Molded (hard or soft) and Extruded Parts

RUBBER-TO-METAL ADHESION PARTS

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2210 FISHER BLDG.

THE OHIO RUBBER COMPANY · WILLOUGHBY, OHIO

Porter Using Discredited Data . . .

OPA's Defense Riddled By NADA Facts

(Continued from Page 1)

later before the House Banking and Currency committee, Mr. Bowles admitted that these "studies" embraced activities of less than 1 percent of the dealers of the country.

"When cornered before the Banking and Currency committee regarding the inadequate survey, Mr. Zenas Potter, income analyst, chart-maker and publicity man, first for Mr. Bowles and now for Mr. Porter, said this meager "sampling" system had had the approval of the National Automobile Dealers Assn. This statement is grossly misleading.

"Never since the war disrupted the retail automobile trade have NADA surveys embraced less than six to 10 times the number of dealers 'sampled' by OPA. Further, NADA has repeatedly protested the inadequate surveys made by OPA and has tried unsuccessfully to obtain details of even the small 'samplings' made.

"OPA simply decided when it started cutting dealer profit margins last year that it would say his profits during certain war years had increased 200 percent or more and that being its story is sticking by it."

Mallon said that Porter's statement seeks to leave the impression that one purpose of the Crawford amendment of the present OPA bill would be to pile new profits on top of the '200 percent gain," which it insists dealers now are making. The fact is the purpose of the amendment is to restore to dealers the OPA cost absorption cuts already taken until such time as normal new car production has been in effect for six months, Mallon pointed out.

Mallon quoted the following from Porter's release:

"The dealers complain of OPA's pricing as if OPA had deprived them of gross profit margins which they had actually been obtaining. Such is not the case.

"The average margin which the dealers realized in peacetime, when applied to the average of October, 1941, prices for the most popular models of the largest selling make, is $68 lower than the average margin and handling charges which OPA now allows dealers on the corresponding 1946 models. The principal basis for the margin increase which OPA has authorized is our desire to protect small dealers with higher-than-average costs.

"However, the margin which the dealers would claim if their amendment were enacted is $85 higher than the current OPA margin and $153 higher than their average peacetime margin. Moreover, the new margins do not reflect the profits on trade-ins which can certainly be anticipated."

Mallon said the figures quoted above are purely theoretical and are based on the following unwarranted assumptions:

"1. That the dealers will handle as many new cars in 1946 as were handled in 1941.

"At the present time, this is a physical impossibility, as there is not enough material and machinery available to turn out this number of cars in the remaining eight months of the year, provided that all factories are able to have their assembly lines running by May 1.

"Continuation of the coal strike will unquestionably curtail the production of steel, which in turn curtails the production of cars.

"Within the last 10 days manufacturers have stated that they do not expect to be able to turn out more than 60 percent of the 1941 volume during the balance of 1946, provided there is no further handicap getting in the way.

"2. The figures quoted by OPA are also predicated not only on the fact that the dealers will experience no net loss on used-car operation, but that the gross margin of profit on trade-ins will more than cover full operating expenses in that department.

"Practical analysis of this situation clearly indicates that dealers will handle approximately 50 percent of the total used-car units handled in 1941 and, of this 50 percent, a large proportion will be junked, involving a loss. This is due to the fact that the better used cars will not be traded in but passed through the black market, which has been created since the MPR 540 went into effect.

"However, dealer overhead and used-car department expenses will continue. He cannot remove a floor of his building and toss it away due to lack of business."

Quoting again from Porter:

'Applied to all car sales from July, 1946, through June, 1947, our estimate is that this amendment would transfer at least $425 million from the pockets of American car buyers to the pockets of automobile dealers. When to this huge sum is added the additional margin which the amendment would require OPA to allow on household appliances when sold by specialty appliance dealers, the cost of this amendment to the public in the coming fiscal year could easily exceed half a billion dollars."

Mallon noted here that Porter has ceased to talk in the terms of the calendar year 1946 and is now talking about fiscal year from July 1, 1946 to June 30, 1947. If the OPA estimates for that period are no more correct than its estimate for the calendar year 1946, the amendment that would transfer "at least $425 million from the pockets of American car buyers to the pockets of automobile dealers" is a pure guess.

"The assertion that the above sum would be transferred to the 'pockets of automobile dealers,' is erroneous," Mallon said. "OPA fails to take into consideration that the dealer's overhead expenses, rent, labor, heat, light, and taxes increase in the same proportionate amount as in the case of manufacturers. Whatever the additional sum might be, and we feel certain it would not be $425 million, it is necessary to increase the personnel in dealers' establishments in order to properly serve the public.

"One of the striking features of all OPA dealer income statements is that they never refer to the only unquestioned income reports in the United States. Those are the reports of the Bureau of Internal Revenue. If OPA would use them, it would prove that all dealers making income tax reports in the 1937-38 period earned only about ¾ of 1 percent net profit and that immediately prior to the war in 1939-40-41 they made only 1.07 percent.

"Those are bad figures for OPA. It much prefers to issue general statements saying their 'samplings' show 200 percent and double dollar profit. Nobody ever has been able to pin OPA down on either the accuracy or sources of their figures. Those things, NADA and Congress have been told are 'confidential.'"

Housewives Enter Plea For OPA Extension

WASHINGTON.—A cavalcade of housewives, led by Mrs. Leon Henderson and Mrs. Ernest K. Lindley (wife of the columnist), descended on congressmen last week demanding that OPA be continued without crippling amendments.

The women presented petitions, bearing about 1,000,000 signatures, and queried members of the House from their states about their stand on OPA.

DON C. STREETER, general sales manager of Reo Motors, Inc., proudly displays 1946 Safety Trophy awarded for new School Bus design, with vehicle which won year's outstanding award for his company. On hand to present new bus at annual New York conference of safety officials and traffic engineers were T. V. Paul (left), Boston branch manager, and E. J. Elliot, manager of new Reo school bus division.

Low-Priced Car Far Off at K-F, Frazer Asserts

LOS ANGELES. — Joseph W. Frazer, president of Kaiser-Frazer Corp., denied a report last week that the corporation will introduce soon a revolutionary new car in the low-priced field.

K-F "will not be ready for some time" to join Ford and Chevrolet in a low-priced bid, Frazer told AUTOMOTIVE NEWS.

A Detroit report had attributed to Frazer and Henry Kaiser the announcement that K-F would start production of such a model in September at the Long Beach (Calif.) plant. The report added that the car would be designed to sell for less than $1,000.

It was learned, however, that assembly of the 1947 Kaiser would get under way at Long Beach in September, a few months after production starts at Willow Run. An ample supply of steel has been obtained for West Coast production.

Kaiser-Frazer is reported to be experimenting with several low-priced models, but choice of a model for production and production itself is known to be a distant matter as far as K-F officials are concerned.

• • •

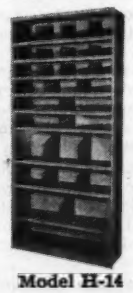
First Frazer Frames On Production Line

WILLOW RUN, Mich.—Graham-Paige's new Rototiller farm machine, which went into assembly line production less than three weeks ago at the former bomber plant here, is now being produced at the rate of 30 a day, Joseph W. Frazer, president, said last week.

Production will be gradually increased and is expected to reach a rate of 125 a day within the next 30 days, only 25 short of the maximum single shift production.

Frazer revealed that the first frames for the new Frazer automobiles have been placed on the line and cars will begin coming off next month.

A total of nearly one-half billion dollars worth of advance orders for Graham-Paige Frazer automobiles and farm equipment were received from dealers and distributors by Apr. 1, Frazer said.



Model H-14

New HOPE All Metal PARTS BINS

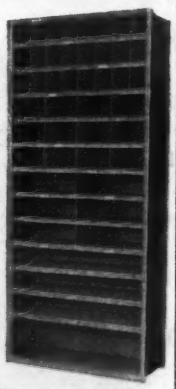
for Automotive Dealers

Patented, Adjustable Separators — no bolts, screws, clips, etc., to bother with. Separators and shelves set up to fit YOUR requirements. Write for catalog showing various models.

Delivery in 3 weeks.

HOPE METAL PRODUCTS, INC.
1505 Rockwell Ave. - Cleveland 14, Ohio

STEEL PARTS BINS Place orders now!



Dimensions: 1x3x7 feet—14 to 112 compartments. Strongly constructed from new steel—finished in olive green.

Shelves flush inside. Nothing to catch. Drawers and sliding gasket shelves furnished on request.

Shipped knocked down—easily assembled.

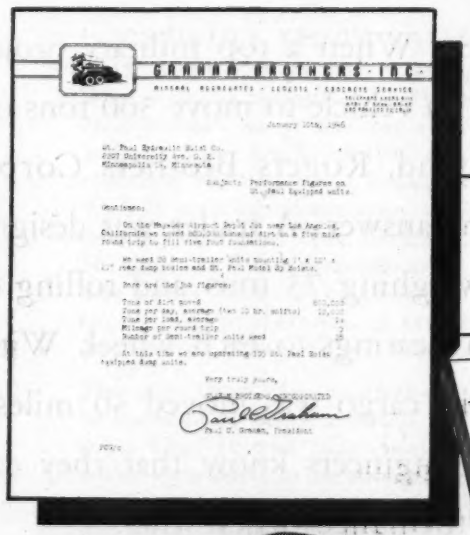
Bolts and nuts furnished.

Shipment made approximately ten days after receipt of order.

Special installation built for Crucible Steel. We are glad to quote on special bins to meet your specifications.

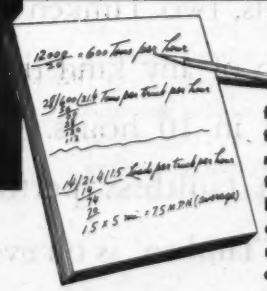
NOTE: Limited territories still open. Inquiries invited from bona fide, reliable distributors who wish to handle line.

The RENIE METAL PRODUCTS Corporation
MANSFIELD, OHIO


GRAHAM BROTHERS, INC.

How to keep dirt moving 2½ miles at 600 tons per hour!

Tons of dirt moved	800,000
Tons per day, average (two 10 hr. shifts)	12,000
Tons per load, average	14
Mileage per round trip	5
Number of Semi-trailer units used	28



When the above letter came in, we reached for a scratch pad, quick! 12,000 tons daily, 20 hours, 28 units . . . meant that each unit delivered 21.4 tons per hour on a 2½ mile haul. Including loading, dumping and all other stops, then, each unit made 1½ round trips of 5 miles every hour—an over-all average speed of 7.5 m.p.h.

We don't take all the credit for this fine performance but the units are equipped with St. Paul Model 85 Hoists.

ST. PAUL HYDRAULIC HOIST COMPANY

2207 UNIVERSITY AVENUE SOUTHEAST • MINNEAPOLIS 14, MINNESOTA

Obituaries

Arthur Chevrolet Dies in Louisiana

SLIDELL, La.—Arthur Chevrolet, 62, last of the three brothers who designed the car that still bears their name, died at his farm home here last week. He and his late brothers, Louis and Gaston, were acclaimed on every speedway in the nation for almost 20 years when they won against the great racing names of their day.

Born in Deaunt, France, he and his brothers came to America in 1901. In 1911, they formed Chevrolet Motor and four years later sold their interest to William C. Durant, who later affiliated with General Motors.

* * *

GM Patent Counsel Dies in Mexico City

HIGHLAND PARK, Mich.—Funeral services were held here last week for Lloyd Blackmore who died in Mexico City while acting as counsel in a patent case. He joined GM in 1917 to organize its patent department.

A past president of Michigan Patent Bar Assn., he had more than 70 patents, including one on "cold control" on electric refrigerators and an automatic valve forging machine.

* * *

Arthur O. Meyers

DETROIT.—Arthur O. Meyers, 50, died here last week. He had been Detroit branch manager for Federal Motor Truck since 1939. Born in Canada, he came to the United States in 1929 to study law. He was formerly a professional hockey player.

* * *

Paul D. Burgoon

EL DORADO, Ark.—Paul D. Burgoon, 54, automobile dealer, died unexpectedly.

* * *

Frederick Isenbard Fox

MONTREAL. — Frederick Isenbard Fox, for 20 years Ontario manager of Ford Motor of Canada, died last week in a Toronto hospital.

Pinching Off Steel Supply . . .

Coal Strike Beginning To Hit Car Makers

(Continued from Page 1)

unauthorized by the UAW Executive board, has been in progress for a month. During this period negotiations have been conducted, but without announced progress.

Can't Review Peace Talks

In Washington, the major problem in the stymied coal negotiations was how to bring about a renewal of talks. Lewis, president of the United Mine Workers, stomped out of the negotiating room 10 days ago with the flat statement he would not return until the operators consented to discuss his demand for a royalty on each ton of coal mined to establish a safety fund for the miners.

Secretary of Labor Schwellenbach attempted early last week to arrange a reopening of the parleys, but his efforts ended in failure. The situation was unchanged Friday.

Observers familiar with Lewis strategy feel that he is waiting for a propitious moment before agreeing to settle the strike. They doubt that Lewis is desirous of a prolonged shutdown that would cripple the nation's industries, lest Congress take drastic action to curb labor unions and the widespread power of Lewis himself.

The controls imposed last week by Congress on James C. Petrillo, czar of the musicians' union, were cited as an example of what might happen if the boss of the miners gets out of hand. In signing the bill aimed at Petrillo, President Truman indicated that he was not averse to smacking down labor leaders who become too dictatorial.

Leftists Rap Reuther

The internal war between the rightwing and leftist elements on the UAW Executive board flared into the open Friday after a week of enforced "harmony."

Anti-Reutherites, headed by Secretary-Treasurer George F. Addes, issued a program of policies and principles, which while embracing many of Reuther's expressed goals, aimed subtle barbs at the new president's leadership.

The leftwingers agreed with Reuther on several goals of extreme importance to industry relationships. They blasted company security clauses in contracts and urged the union to "regain the ground we lost in the matter of union security."

In this connection, the industry is watching as to what action the board will take on the new Ford contract. The cash fines upon wildcat strikers and union, proposed early in the negotiations, have layoffs and eventual discharge for continued offenses.

The Ford contract was due to come before the board early this week at the latest. Should the board approve, it will be submitted to the rank-and-file for ratification by May 1.

The program also called for elimination of the seasonal rise and fall in production, a goal which Reuther links to establishment of an annual wage in the industry.

Reuther also told the board of his proposal that an industrywide contract be negotiated. He said he would seek first to write corporation-wide agreements within the auto industry.

* * *

Auto-Lite Faces Strike Over Contract Disputes

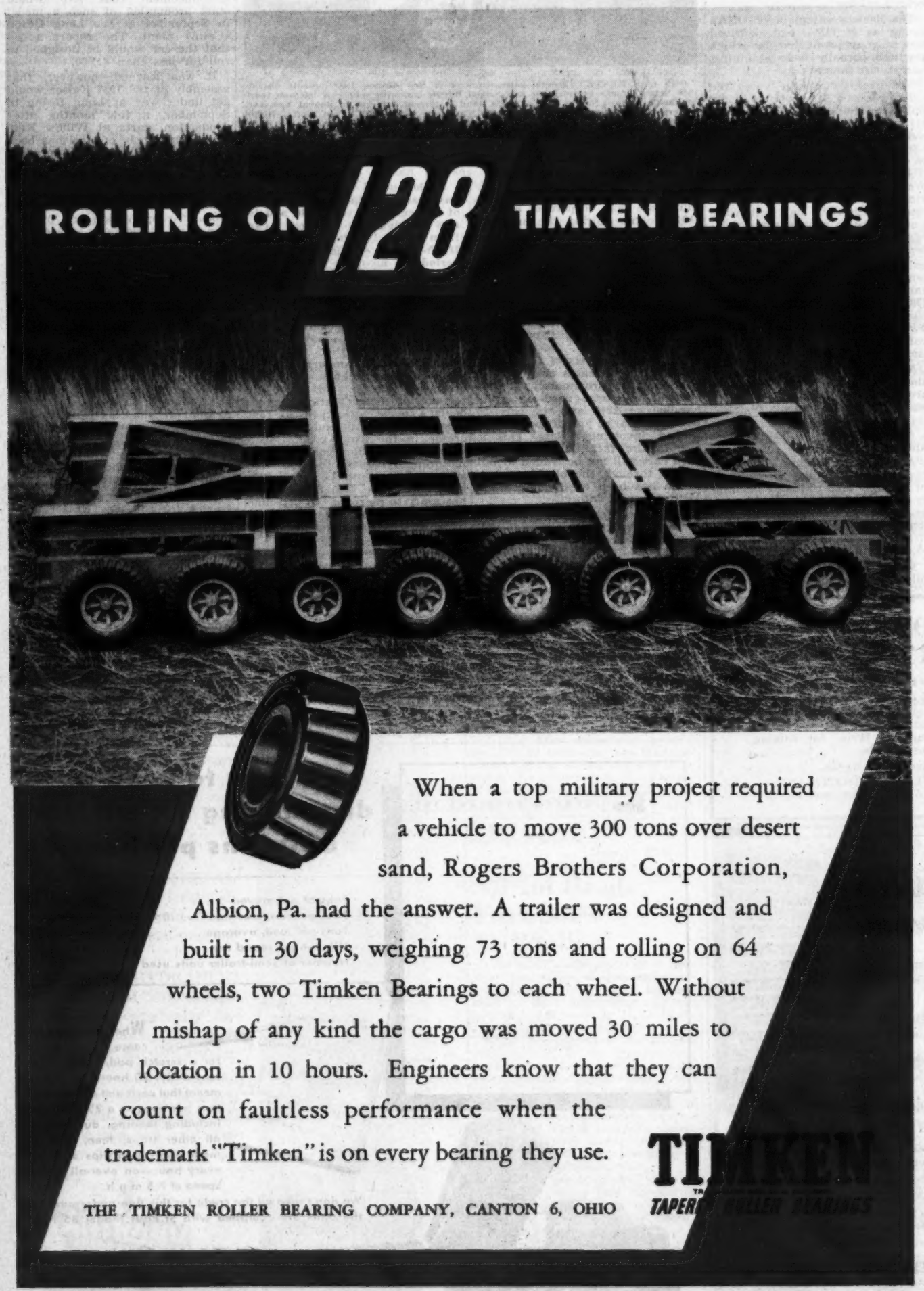
TOLEDO. — The Electric Auto-Lite local of the UAW-CIO Thursday voted unanimously to request the international union to authorize a strike if contract differences with the company are not settled.

John Begg, chairman of the local, reported the disputed provisions include maintenance of membership, a demand that the union veterans' clause include vacation pay, union demands that vacation be based on seniority rather than percentage, and the contract clause on penalties.

The workers ratified a wage agreement which provides for an 18½-cent hourly wage increase.

Arbuckle Motors

Sam Arbuckle, Portland, Ore., announces the formation of Sam Arbuckle Motor Co., N.E. 85th Ave. and Sandy.



When a top military project required a vehicle to move 300 tons over desert sand, Rogers Brothers Corporation, Albion, Pa. had the answer. A trailer was designed and built in 30 days, weighing 73 tons and rolling on 64 wheels, two Timken Bearings to each wheel. Without mishap of any kind the cargo was moved 30 miles to location in 10 hours. Engineers know that they can count on faultless performance when the trademark "Timken" is on every bearing they use.

THE TIMKEN ROLLER BEARING COMPANY, CANTON 6, OHIO

TIMKEN TAPERED ROLLER BEARINGS

Truckin' . . .

By Jack Weed

(Continued from Page 30)

pinning enconiums on the theatrical profession for doing their stuff regardless of what happens. At this Reo party I saw one of our own "tom tom beaters," Bud Schultz, who pounds out news dope for Grant Advertising, Inc. (Reo), epitomize "the show must go on" under dire straits.

It seems that Bud's wife was in a Detroit hospital scheduled for a serious abdominal operation the very morning the awards were given out, and Reo had the lunch to the visiting firemen. Bud handled most of the details. He did a swell job — and didn't know until the lunch was all over how his wife came out of the operation — but the show went on.

* * *

NEVER have I seen Fred Crawford, president of Thompson Products, in better "voice," as they say of singers and radio folks, than he was as toastmaster of the Automotive and Aviation Parts Manufacturers Assn. banquet the other night. He had something on his mind and he got it off forcefully and in a manner that everyone in the main ballroom understood and appreciated.

No one missed the point that he was making, which was that we have been governed for the past number of years under a cloud of threats and edicts that were unlawful and were not backed by anything in the constitution of the United States. One high point he made was that in former years it was considered illegal not to make a profit, while now it is considered illegal to make a profit and not raise wages.

* * *

THE truck section has been getting a series of tough breaks lately, as you will note if you look over the important truck news that has broken in other issues. It just seems lately that no factory could announce a new model or release a truck news story that would enable the section to get a scoop. Either AUTOMOTIVE NEWS would get scooped (God forbid) or we had to run the story in the issue of the week of release.

But I'm going to turn the tables on these guys—I'm going to run a scoop story on one of the nicest luncheon parties of the year before it happens. It'll be over by the time you read about it, however, and it'll be another week before you will see the "pics" of the brass that attended.

M. J. Frey, g.m. of the *Portland Oregonian*, last Saturday renewed the famous "reverse English" parties they gave before travel restrictions forced abandonment. The setting was Detroit's Hotel Statler and as usual every invited guest got a present. This year—unless my crystal ball is not working right—the package will have no resemblance to a case of Scotch so there will be no excuse for Jack Davis to cart it to the coast as he did the crate of Oregon fruit and stuff from the *Oregonian's* last party.

* * *

THIS YEAR'S door prize or guest gift was a wooden pail filled with Oregon delicacies and prime foodstuffs such as canned crab, mixed clams, melange sauce, jellies, tuna, prunes, plums, apple juice, filberts, peas, and canned peaches.

Then this gang of delightful natives from the star state of the northwest, headed up by R. J. Jones, national advertising director, who made all arrangements, outdid all prior parties in the other prizes given. For instance, there were two main prizes, a collapsible Fold-Craft boat that is strong enough to be operated by an outboard motor (gosh, I wish my crystall ball was strong enough to let me see what sort of a guy will win that—I'll bet it will be some gink who does all his fishing in a market and who thinks a McGinty is an Irishman) and another of those famous big Chinook salmon, frozen in clear ice this year.

And then my hearties—and then—prizes on prizes pile out as the numbers come up—Glacier Park blankets, virgin wool shirts, two suits of bathing trunks, two men's fine wool sweaters, wool blankets, a length of wool dress material, six Oswego men's woven ties, a beautiful Ben-Mar sports shirt, a Hirsch-Weiss hunting coat, six fine leather Hamley toilet kits, two dozen belts and four Oregon Trails hand carved wooden table novelties. And a number of linen scatter rugs, made by the Oregon Flax Textile Co., a new Oregon industry.

On every table was an Oregon fir tree growing in a miniature tub, shipped here by air but tubbed in Detroit. On the walls were large photographs of typical Oregon scenes.

* * *

AND AS A piece de resistance they had Frank Branch Riley, a delightful native Oregonian who has the knack of painting word pictures of fishing spots so that your wrist actually aches playing the trout and salmon he describes—hold your breath at the grandeur of the fir and spruce, the mountains and the river rapids—another feature new to this year.

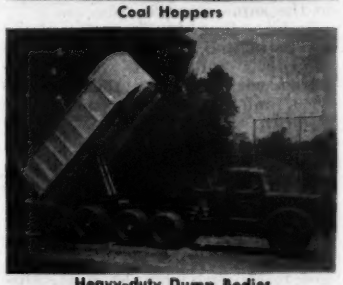
Still puzzling over that "reverse English" luncheon? Well, I'll tell you. There was a time before the war when the auto factories announced new models to the press, had exquisite luncheons and gave each scribe a nice gift to kinda expand his appreciation of the car or something. So, the *Oregonian*, feed the auto brass hats and send them home with their arms full of goodies, hoping against hope of course that they all won't be so Scotch that they'll forget what a nice gang make up the working press at the *Oregonian*. Just reverse English on an auto custom.

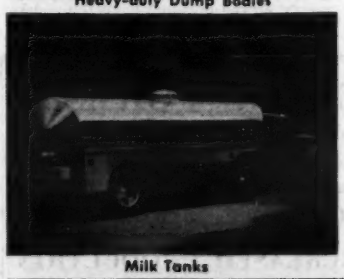
Collecto Garbage Units

Rock Bodies — Telescopic Hoists

Twin-arm Hoists

Coal Hoppers


Heavy-duty Dump Bodies


Milk Tanks

Plane Refuelers

Petroleum Truck Tanks

For long life . . . modern design . . . and dependable operation, recommend

HEIL Bodies and Hoists

to your customers . . .

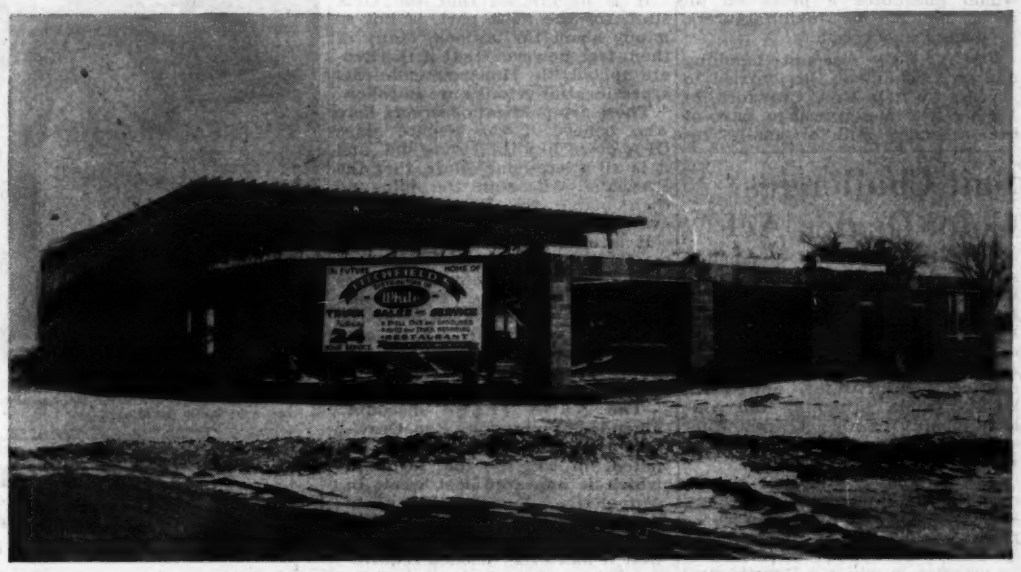
When the question arises as to which body and hoist will do the most dependable job for a specific application, it is good business to review the features of Heil units.

Consider the weight-saving construction that gives your customers greater payloads and bigger profits — the 45 years of experience in design and fabrication — the smooth operation of the hoist — plus dozens of other reasons that assure outstanding service and satisfaction.

Heil Bodies and Hoists substantiate your claims for thorough dependability — your customers thank you for recommending them.

BH-111

THE HEIL CO.
General Offices
MILWAUKEE 1, WISCONSIN



ANOTHER TYPICAL EXAMPLE of the modern facilities White Distributors are providing to meet the service needs of truck owners everywhere.

Going Up! Another New *Truck Headquarters*

LITCHFIELD'S TRUCK SALES AND SERVICE, of Eau Claire, Wisconsin, is recognized as *Truck Headquarters* in its territory since adding White Trucks in 1944 to a thriving passenger car business. With 25 years experience as an automobile distributor, T. R. Litchfield, Sr., chose the White Franchise as the best in the industry—based on the increasing preference of truck owners for White Super Power.

The new *Truck Headquarters* will be operated by Mr. Litchfield's two sons, Tom, Jr. and Don—both of whom were active in the automotive business prior to joining the Army Air Forces. While in the Service, Captain Tom Litchfield flying a P-47, was shot down on his forty-eighth mission and was a prisoner of Germany for nine months. First Lieutenant Don Litchfield piloted a B-17, and completed nineteen missions. Now, they will feature around-the-clock truck service . . . seven days a week . . . at the new installation which is strategically located at the intersection of three principal highways.

In large and small communities throughout the nation . . . White Distributors are rushing to completion new building and modernization programs . . . confident of the future with the White product and White's plan for Distributor success.

White

THE WHITE MOTOR COMPANY • Cleveland

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

Senate Action Uncertain . . .

House Okays Protection Of Dealer Margins

(Continued from Page 1)

scored heavily last Wednesday when the NADA-devised and sponsored trade discount and handling charge amendment to the OPA pricing bill was adopted by the House without a single objection.

This was followed on Thursday by House passage of the bill, 355 to 42, with only a handful of CIO faithfuls and Administration supporters composing the minority.

To the NADA men on the job here, the overwhelming majority for the bill was viewed as an especial rebuke for Chester Bowles and his Wednesday night radio attack on the motor car trade. He termed the automobile dealer fight against OPA as the work of the "greediest lobby of all."

Motor car dealers stand to profit by several amendments to the OPA bill. One by Rep. Jesse Wolcott, of Michigan, would end OPA for all time on March 31, 1947. Another would guarantee a profit on all items handled by manufacturers, producers and retailers.

The trade discount-handling charge amendment was carried to success by Rep. Fred Crawford, of Michigan. Since it was a part of the amended bill originally reported by the House Banking and Currency committee, it was only necessary on the floor to protect it from enemy assaults. Many of these were rumored, but none appeared.

The entire NADA Legislative committee and 40 dealers from 20 states, together with President Bill Mallon and the Washington staff, were here throughout the legislative action. Many members of Congress, it was observed, commended them on their frank approach to the problem before them.

Senate hearings on the bill got under way last week. Tomorrow (Tuesday) Mallon is scheduled to appear before the committee. Hearings probably will close about the end of the week. Normally, the bill should be at the White House early in May, but there is considerable doubt that this is to be a quite normal piece of business.

It is understood that the OPA staff, for the most part, is not so happy about the outlook. Many of them feel, however, that if the Senate upholds the House amendments a presidential veto is sure to follow.

There are political observers here who believe if the Senate slaps OPA down like the House did, and it is all a late-hour affair, that the President will sign the bill and then blame the Republicans for evil results, if any.

It is interesting that a test vote to abolish OPA entirely and at once, taken Wednesday, got just 34 votes in the House. This would seem to be a clear answer to the clamorings, in which NADA consistently refused to participate. for wiping out the agency, lock, stock and barrel.

The NADA trade discount amendment offered by Rep. Crawford was adopted, it may be noted, in exactly the form in which it appeared last week in Automotive News. Plans to amend it were abandoned when NADA legal counsel conceded that it met every needed requirement to protect dealer interests.

Here is what the House did to OPA, action that must await the Senate's concurrence or rejection:

1 Decreed on a 209 to 189 roll call vote that OPA's new life span beyond June 30 shall be no more than nine months.

2 Ordered scrapping of the government's $2 billion annual subsidy program, used to hold down food costs.

3 Wrote in a "cost-plus" plan requiring OPA to fix prices so as to guarantee each manufacturer and distributor, including retailers, a "reasonable profit" on each item produced and handled.

4 Wrote in a forced-liquidation formula, whereby OPA would be required to lift price ceilings on any commodities whose output attains a rate equivalent to 1941. Industry Advisory committees would be given a large voice in determining when their products should be removed from price control.

5 Repealed OPA's maximum average price order, known as MAP, by which the agency requires manufacturers to produce low-cost clothing.

6 Prohibited OPA from interfering with normal profit or discount margins of retailers and wholesalers on "reconversion items" such as automobiles, refrigerators and radios.

Suit Challenges Colo. Dealer Act

DENVER.—Clark M. Shanahan and Merle A. Shanahan, partners in a used-car firm here, and Ralph M. Reed, one of their salesmen, have filed a suit in Federal District court against C. B. Pond, state revenue director and motor vehicle dealers' administrator, and other state officials, attacking the constitutionality of an act prohibiting misrepresentation of services or products by motor dealers.

The complaint said that the license of the Shanahans as dealers and the license of Reed as a salesman were revoked by Pond recently. The revocations resulted from a transaction in which a Denver man purchased a truck from the Shanahans. They alleged the act is void in that the purpose of the act is not clearly expressed in the title.

Twin City Branch Headed by Wood

DEARBORN.—Promotion of Russel P. Wood to manager of the Ford Twin City branch, St. Paul, Minn., was announced last week by J. R. Davis, director of sales and advertising. Wood, who was assistant manager, succeeds M. N. Johnson, resigned.

Davis also announced the promotion of Fremont W. Mitchell from sales manager to assistant manager of the branch.

Packard

(Continued from Page 1)

418 and $1,231; four-door sedan, $1,460 and $1,265.

Packard Deluxe Eight—Club sedan, $1,469 and $1,298; four-door sedan, $1,513 and $1,331.

Packard Super Eight—Club sedan, $1,820 and $1,619; four-door sedan, $1,859 and $1,677.

Packard Custom Super Eight—Club sedan, $2,381 and $2,088; four-door sedan, $2,492 and $2,185.

Saving Critical Steel . . .

HERE'S ONE of the ways Dodge is saving 300 tons of steel a week. After the deep drawing process that forms the rear fender of the new Dodge, these four irregular shapes are trimmed from the edges and used by Dodge conservation engineers to form other body parts.

LARGEST OF THE edge pieces trimmed from the rear fender blank of the new Dodge is rolled flat (left), trimmed into a new blank (center) and then drawn to form the finished seat back (right).

For More Dodges

Intensive Steel Conservation Program Instituted by Auto Maker

DETROIT.—Dodge has formed a separate conservation unit in its pressed steel department that is saving 300 tons of steel a week for industries contributing to new housing for veterans, F. J. Lamborn, vice-president and general manager, announced last week.

"Dodge has always made good use of steel, but under today's conservation practices not a pound is wasted," Lamborn said. "Furthermore, no steel from the Dodge plant has to be sold as scrap and reworked before it is ready for use by other industries.

"That means that the available output of steel mills is increased by the amount we save, and can be channeled directly into manufacturing plants that supply steel products for veterans housing and the thousands of items made of steel that are needed to equip new households.

"This saving is being made under current restricted supplies of raw materials, and will be multiplied just as rapidly as the materials supply permits Dodge to attain volume automobile production," he indicated.

As sheet steel from the mill is unrolled and cut into fender blanks, large segments of flat scrap are first cut away. New dies have been developed by Dodge tool engineers in the conservation unit to make maximum use of these irregular-shaped segments in forming small body parts.

Flat scrap segments, too small to use by themselves, are stitched together in a spot welder and then pressed into such parts as seat end-frames, engine dust pans and fender guards.

After the deep drawing process used in forming fenders, the shaped edges of steel trimmed from the fender blanks are rolled flat and reformed into such structural car parts as seat edge frames and seat back frames.

"What little scrap is left upon the completion of pressed steel processing is baled and carried by conveyor to the adjoining Dodge Foundry. There it goes directly into the cupolas, where it is remelted and poured into the molds that form Dodge engine blocks and other castings," he said.

Soup's On

That's No Joke, Son; Ask WSB

CLEVELAND.—What, no lunch? If you've fed your employes during wartime, you're stuck with it, says the Wage Stabilization board, in a recent ruling.

The Grant Photo Products, Inc., Cleveland, started furnishing their employes sandwiches and coffee for lunch prior to 1941. Later this was expanded to a full lunch to some 50 employes.

Then Grant sought to discontinue the practice, pleading hardship. The plea was denied on the basis that stoppage of the practice would constitute "an unjustifiable wage reduction."

Output

(Continued from Page 1)

Total production in the industry this week is expected to equal or surpass last week's record. However, the coal strike is posing a serious peril to auto makers and output is expected to drop soon unless there is steel and parts relief.

Of last week's total output, GM hit an estimated 14,336 cars and trucks compared to 10,532 the previous week, and 55,017 in the same week in '41. Buick totaled an estimated 1,238 last week, 1,000 the previous week and 8,622 in the same week in '41.

In the other GM divisions, Cadillac produced an estimated 526 units last week, compared to 496 the previous week and 1,587 in the same week in '41. Chevrolet tallied an estimated 8,654 cars and trucks last week, compared to 6,448 the previous week and 31,557 in the same week in '41. For Oldsmobile, 1,780 last week, 1,400 the previous week, and 5,933 in the same week in '41. Pontiac, showing a rapid gain, hit an estimated 2,138 units last week compared to 1,506 the previous week and 7,318 in the same week in '41.

Chrysler Corp. recorded an estimated 15,668 cars and trucks last week, compared with 15,545 the previous week and 28,457 in the same week in '41. Of this total, De Soto produced an estimated 1,431 units last week, 1,423 the previous week, and 2,568 in the same week in '41.

Dodge output of cars and trucks last week totaled an estimated 7,152 compared with 7,147 the previous week and 9,022 in the same week in '41. Plymouth hit an estimated 5,568 last week, 5,563 the previous week and 12,885 in the same week in '41. Chrysler division tallied an estimated 1,517 last week, 1,412 the previous week and 3,982 in the comparable week in '41.

Ford Motor production last week totaled an estimated 13,628, compared with 10,250 in the previous week and 1,175 in the comparable week in '41. Of this total, Ford cars and trucks hit 12,125 last week, 8,952 the previous week, and 800 in the same week in '41. Lincoln totaled 201 last week, 338 in the previous week, and 175 in the same week in '41.

Mercury output last week hit an estimated 1,302, compared with 960 in the previous week and 200 in the same week in '41.

At Nash, production totaled an estimated 2,550 units last week, compared with 2,677 the previous week and 2,408 in the same week in '41.

Studebaker totaled an estimated 489 trucks last week, compared to 498 in the previous week and 3,004 in the same week in '41.

Independent truck makers add an estimated 3,622 units to the industry's tally last week, compared with 3,578 in the previous week and 7,895 in the comparable week in '41.

Obituaries

George H. Luckenbaugh

SPRING GROVE, Pa.—George H. Luckenbaugh, owner of the Luckenbaugh Chevrolet Co., died at 46, following an illness of two years. In addition to his dealership, he at one time served on the borough council and later on the school board.

O.P.A. CAR SELLING FORMS

Certificate of Transfer—Used Cars ..... $1.50 per 100
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HELP WANTED

SERVICE MANAGER for large De Soto, Plymouth dealer in Milwaukee, Wisconsin. Wonderful opportunity for the right man. Salary and bonus. Need man with executive experience in Service Department work. Apply today by phone or wire. Sanchez Motor Co., 790 N. Jackson Street, Milwaukee 2, Wisc.

WANTED — JUST AN ORDINARY GUY like myself to sell my cars for me! No bigshots or hotshots, just a man willing to work hard and who is ambitious. A man who would like to live in a small town and own his home and garden with maybe a little fishing or boating thrown in. A man who enjoys working with the boss rather than for him and who could substitute for him if necessary. A man who wants a good income. For this man, I have a very attractive proposition. I am a Ford dealer, 150 car size, have new building, located in northeastern section of U. S. If interested write in your own handwriting, giving all details. Box 1241, c/o Automotive News, Detroit 26.

WONDERFUL OPENING FOR WOMAN BOOKKEEPER who wants to live in the most beautiful seacoast City in Florida. Must have had at least four years experience in full charge of books for Chevrolet Dealership handling 300 cars a year. State experience and salary required. Larry Dimmitt, Inc., Clearwater, Florida.

WANTED—Accountant to take full charge of office in one of Western New York's largest General Motors Dealerships. Must be experienced in office management and Dealer accounting. State age, experience, salary desired, and how soon your services would be available. Write Box 1245, c/o Automotive News, Detroit 26.

OFFICE MANAGER

Male, large Detroit Chevrolet dealership. Must have proven successful record and practical experience. Top salary and profit sharing bonus. Confidential.

Box 1247
c/o Automotive News — Detroit 26

FORD PARTS COUNTER MEN and panel salesmen who are thoroughly experienced in Ford parts. Prefer men from the Southeastern states. Wire Donald Neese, care of Sam Murray, Inc., Ford Parts Distributor, or call 9-2757, Miami, Fla.

WANTED: SERVICE MANAGER for a large Oldsmobile dealership in Pennsylvania Town of 80,000 trade area. Capable of taking full charge, must have pleasing personality, aggressive and experienced. Future limited only by ability. Salary and liberal bonus for man who has ideas, makes them work and likes security and substantial income. Write Box 1229, c/o Automotive News, Detroit.

WANTED: PARTS MANAGER. Must have ability to merchandise $40,000 inventory. 1000 new car quota. Ford-Mercury dealer 14 years. Excellent possibilities, liberal salary and bonus. P. O. Box 22, Oakland 1, California.

WANTED: SERVICE SUPERINTENDENT. Must have thorough knowledge of automobile business. Good salary, liberal bonus. Ford-Mercury dealer 14 years. 1200 car quota. P. O. Box 22, Oakland 1, California.

WANTED SERVICE MANAGER for Ford Dealership in New York State, capable of taking full charge, must be experienced and aggressive, liberal salary and bonus, for man who wants security and substantial income. Write Box 1237, c/o Automotive News, Detroit 26.

POSITION WANTED

ACCOUNTANT—THOROUGHLY EXPERIENCED. G.M. and Motors Holding system seeks remunerative and responsible position with Florida Dealer. Excellent references. Box 1246, c/o Automotive News, Detroit 26.

VETERAN, four years Army Ordnance Shop Foreman, six years service manager and own repair shop, seeks position as service manager or factory service representative nearby Metropolitan New York. Ample references. Box 1242, c/o Automotive News, Detroit 26.

PURCHASING OR SALES: College trained veteran, available May 1, majored in accounting and business administration. Five years diversified pre-war experience in steel forging plant including two years as production manager. Looking for position with chance for advancement. 25 years old, married, one child. In Army, worked as vocation counselor and personnel consultant's assistant. Write Box 1227, c/o Automotive News, Detroit.

GENERAL OR SALES MANAGER, volume operator. Record includes very successful management of large, high-class dealership. Aggressive, modern merchandiser, age 35, excellent references. Will assume complete charge and assure maximum results. Will consider any location, with or without investment. Box 1238, c/o Automotive News, Detroit 26.

SOME MANUFACTURER WHO WANTS to get a little more than his share of the business from the trucking concerns, service stations and automotive parts dealers in the Los Angeles area can use me. Eight years Southern California experience, 33 years young, a go-getter and producer. Can handle two or three lines but prefer to concentrate on one good line. Give me a chance to show you by dropping me a line: Box 1239, c/o Automotive News, Detroit 26.

SALES MANAGER: Can prove great asset to small, progressive automobile dealer who needs aggressive assistant. Married dependable, experienced. Prefer east. Go anywhere. Send details to L. A. Waddingham, 84A Walnut, Binghamton, New York.

LADY WITH 13 YEARS AUTOMOTIVE office managing and credit experience wishes to locate permanently in New Mexico with Chrysler products dealer. Know the system thoroughly. Health OK. Box 1232, c/o Automotive News, Detroit 26.

RECONDITIONING MANAGER. Two years with present employer, metropolitan Chevrolet Dealer, would like to locate with fast dealer any make in the South. Nineteen years used car experience. Age fifty. Box 1240, c/o Automotive News, Detroit 26.

MANUFACTURERS REPRESENTATIVE

AVAILABLE TO ANY RELIABLE AUTOMOTIVE MANUFACTURER of kindred line desiring productive representation West Texas, New Mexico and Arizona. Invaluable experience in wholesale, retail and fleet merchandising. 22 years General Motors and Studebaker. Mentally, physically and financially sound. Address Box 1234, c/o Automotive News, Detroit 26.

VETERAN DESIRES ADDITIONAL LINE allied to commercial truck bodies as jobber or sales representative for Mississippi Gulf Coast. Box 1243, c/o Automotive News, Detroit 26.

MANUFACTURER'S REPRESENTATIVE

Army Ordnance Major, release in May, and returning to home and business contacts in East desires one additional superior line for the automotive, hardware or sport goods field called on in New York and New Jersey.

Box 1231, c/o Automotive News, Detroit 26

DEALERSHIP WANTED

DEALERSHIP WANTED—Preferably in the South. Will pay cash for dealership with 500 to 1,000 new car potential. Will purchase complete inventory. Will assume lease or buy building. Replies will be kept strictly confidential. Box 1217, c/o Automotive News, Detroit 26.

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WILL BUY FORD, GENERAL MOTORS OR CHRYSLER DEALERSHIP in Wisconsin or Illinois. 75 to 150 car contract, or will purchase half interest in a dealership. I have had sixteen years automotive experience. Box 1233, c/o Automotive News, Detroit 26.

DEALERSHIP WANTED—Will pay cash for 100 car operation. Assume lease or purchase building. Replies strictly confidential. Box 1235, c/o Automotive News, Detroit 26.

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DEALERSHIP FOR SALE. Most popular car in price class also other good franchises. Best located and equipped garage in county. Forced to go to other climate on account of health. Box 1244, c/o Automotive News, Detroit 26.

NEW CAR AGENCY, old reliable make. Central California 100 car contract. Beautiful new showroom, offices, service, paint department, 75 foot frontage, four year lease. Option to purchase. $50,000 cash for goodwill, equipment, improvement, parts, etc. Box 1236, c/o Automotive News, Detroit 26.

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Fifty 7 & 8 Pass. Sedans and Limousines for sale at OPA prices or less. All privately owned and used. Most are like new, having long been in storage.

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1942 Packard Model 1551
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1941 Lincoln 7-Passenger Town
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1939 Cadillac Model 75

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NEW BUS CHASSIS AND TRUCKS WANTED. Will purchase any number of new Chevrolet, Ford, International, Dodge, and all other makes of chassis, for immediate or reasonably early future delivery. Prompt cash transaction. Write, wire or call, M. C. Murrell, Superior Coach Sales Company, 2335 N.W. 13th St., Phone 5-3538, Oklahoma City, Okla., giving prices, f.o.b. chassis factory or other locations.

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NEW and USED
Any Make, Any Model, Any Quantity
Write, giving full description and price
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WANTED 1941 PONTIAC DE-LUXE STATION WAGON cowl and instrument panel. Miller Auto. Company, White River Junction, Vermont.

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FOUR 100 PASSENGER BUS TRAILERS, can be reconverted to car trailers. $650 each. Fulton Auto Exchange, 190 Edgewood Ave., N.E., Atlanta, Ga.

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WE BUY BUSES of all makes and models, any quantity. Also bus chassis. LINN-BAKER EQUIPMENT CO., Lansing, Michigan. Phone 83814.

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NEW BUS CHASSIS WANTED—Will purchase any number of new Chevrolet, Ford, International and all other makes of chassis for immediate or near future delivery. Write, wire or call L. W. Fowler, Superior Coach Sales, Phone 1300, Gadsden, Alabama, stating prices, f.o.b. factory or other locations.

TRUCK EQUIPMENT FOR SALE

12 NEW TRANSMISSIONS ASSEMBLY for Dodge Trucks, ½, ¾ and 1 ton. 1939 to 1946 models inclusive. $50 each. McNutt Motor Co., Maryville, Tenn.

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For Export and Domestic customers. Sell *now* while prices are still high. Wire, Phone, Write, today!

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WRECKED OR BURNED CARS WANTED. Late models preferred. Write or phone Henderson 0232, 6700 Euclid Ave., Cleveland 3, Ohio.

NEW OR USED FRAME for 1940 De Soto 6. Write price and condition. Crescent Motors, Revere, Mass.

WANTED: NEW CRANKSHAFT for 1941 Oldsmobile 8 with new main bearing, or new block assembly. Justice & Smith, P.O. Box 1004, Jackson, Miss.

NEW OR USED 1941 Ford complete hood for pleasure car. Write price and condition. Crescent Motor Sales, Revere, Mass.

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CYLINDER HEAD for 3-ton Diesel Dodge truck 1940—1942. Part number 955629. New. $180. W. O. Strausbaugh Motor Company, 1097 Wick Avenue, Youngstown, Ohio.

BUICK MOTORS — Completely rebuilt. Painted. Ready to install. Fits '39, '40, '41, '42 Series 60, 70, 80, 90. $240 F.O.B. Decatur, Illinois. Cooper Oldsmobile Company.

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FOR SALE—1 Used National Cash Register, 900 Class, 4 drawer type—in good condition. LAWDER BROS., INC., 6900 Vincennes Ave., Chicago 21, Ill.

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FOR SALE—1 used Bendix Cowdrey 4 wheel brake tester, ramp back off type, 6 inch single faced dials—½ H.P. Motors Model No. 112000 with two front Robinson Air Jacks. LAWDER BROS., INC., 6900 Vincennes Ave., Chicago 21, Ill.

FOR SALE—Electric automobile hoist, single post, perfect condition. $110. The Clyde Cole Motor Co., Warren, Ohio.

22 STANDARD FORD PARTS Bins, 84 inches by 36 inches. Scott Motor Sales, Inc., 160 East Blackwell Street, Dover, N. J.

USED GUIDE DOUBLE UNIT head light tester, including floor plates and light out put meter, excellent condition. Auto Electric, Pontiac, Michigan.

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ATTENTION CAR DEALERS—Auto seat covers custom-tailored and universal, in fiber and sailcloth. Perfect Fit Cover Company, 1774 Broadway, New York.

AUTO SEAT COVERS. Green gabardine twill for popular models sedans and coaches at $6.95 per set. Prompt shipment. Bay Auto Sales, 374 Bay Street, Rochester 5, New York.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

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GEORGE M. SLOCUM, Publisher

Question

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Answer

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